

THE NATCO TEX-TILE HOUSE



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THE NATCO TEX-TILE
ONE-FAMILY HOUSE

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THE NATCO TEX-TILE ONE-FAMILY HOUSE

A SELECTION OF DESIGNS SUBMITTED
IN COMPETITION BY ARCHITECTS

WITH ILLUSTRATIONS OF HOUSES BUILT OF
NATCO TEX-TILE

*Together with Articles
Treating of Design, Plan, and Construction
of Dependable Houses of
Moderate Cost*

PRICE, FIFTY CENTS



PUBLISHED FOR THE
NATIONAL FIRE PROOFING COMPANY
PITTSBURGH

BY
ROGERS AND MANSON COMPANY
BOSTON



A NATCO TEX-TILE HOUSE AT GREAT NECK, L. I., N. Y.
MANN & MACNEILLE, ARCHITECTS

THE NATCO TEX-TILE ONE-FAMILY HOUSE

FOREWORD

IT has been the custom of the National Fire Proofing Company, for some years past, to hold an annual competition among the architects of this country for the purpose of obtaining designs of distinction for various types of dwellings capable of being constructed of fireproof materials. We no longer build houses as temporary shelters, but rather as homes intended to endure for generations, and in recent years American architecture has been characterized by an increasing tendency toward the use of permanent materials.

This year the subject chosen for the competition has been a house of Natco Tex-Tile, in order that architects might express their ideas for designs adapted to this material. Although this is the newest of the various forms of hollow tile manufactured by the company, it has already proven its value, particularly for the smaller types of country and suburban residences. The competition has produced a number of designs of undoubted merit, showing the variety of effects that are possible with a thoroughly fireproof material, combining beauty and permanence.

The following program describes in detail the type of house selected as the subject for the competition:

PROGRAM

THE PROBLEM. A house of not more than 20,000 cubic feet, to accommodate one family.

THE LOT. Situated within a block in the residential section of any city or town; 30 feet frontage, 100 feet deep, land level.

COST OF HOUSE. Not to exceed \$4,000; figured at 20 cents per cubic foot.

MEASUREMENTS. Must be taken from outside face of exterior walls and from level of basement floor to average height of all roofs. Porches, etc., to be figured at one fourth (25 per cent) of their total cubage.

EXTERIOR DESIGN. Optional with the designer, with the suggestion that due consideration be given to the material to be used in exterior walls, and the elemental refinements a house of this type should possess.

THE NATCO TEX-TILE HOUSE

PLAN ARRANGEMENT. The number of floors, and number, size, and disposition of rooms, left entirely to the designer, except that there shall be at least two bedrooms.

ROOF. Treatment optional with the designer.

The purpose of this competition is primarily to encourage the larger use of Natco Tex-Tile and a further study of the small-house problem. Competitions that have treated of similar problems have had a large influence upon the design of very many of the smaller houses that have been built in recent years. The results of each successive competition have shown large improvement, and it is hoped that this one will contribute its full share toward the improvement in plan and design of houses for people of moderate means.

The introduction of Natco Tex-Tile gives the option of using an exterior finish other than stucco. Hitherto, the only general alternative to stucco has been brick veneer. Natco Tex-Tile has all the structural and artistic advantages of texture brick, with added air-spaces to check moisture and heat. It is economical in initial cost and maintenance. The various bonds adapted to brickwork can be used; the running bond is the simplest, while the Flemish or Dutch produce good effects in large spaces.

The first prize design will be awarded \$500.

The second prize design will be awarded \$250.

The third prize design will be awarded \$150.

The fourth prize design will be awarded \$100.



NATCO TEX-TILE BUNGALOW AT ENGLEWOOD, N. J.
FREDERICK SQUIRES, ARCHITECT

COMPETITION FOR A ONE-FAMILY HOUSE

REPORT OF THE JURY OF AWARD

IN arriving at their decisions the judges gave first consideration (as required by the conditions) to the excellence of the design and its fitness to the material employed; and second, to the excellence of the plan. Accordingly, designs which relied for their effectiveness on a rational use of the prescribed material were in general preferred to those which derived their distinction or charm from other sources. On account of the limitation of cost (a paramount consideration), plans which were compact and with few angles were in general preferred over those which showed a tendency to "sprawl."

The judges questioned both the possibility and the advisability of building either of the side walls on the lot line, as in most cities there exist restrictions which limit this privilege; but as the conditions contained no prohibition, it was assumed that the competitor had a right thus to place his building if he chose.

The elements of charm, of unity, of harmony, were given a high value by the judges, because these are things which our small-house architecture most conspicuously lacks. On the other hand, a straining for mere picturesqueness for its own sake was not encouraged.

The elements of *livableness* in the plans — that is, the presence of those factors which make for beauty and dignity, "sweetness and light" — were given a high value, because, again, this matter is not sufficiently considered in houses of this class. It was the opinion of the judges that this livableness could be achieved best by turning the face of the house to the garden rather than to the street, because so aspected, it was assumed that no family could continually tolerate the sight of the usual American back yard; they would perforce make a garden of it — an outdoor living-room. The judges were fully aware that in taking this view of the matter they were ignoring a well-known fact of American psychology: that "the man on the street" — and the female of his species even more — loves the street. With them the joys of privacy give place to the desire to see everything that is going on.

THE FIRST PRIZE DESIGN (page 9). Because the design of Messrs. Risley & Wilson appeared to the judges to be the most complete embodiment of an idea realized within the limits of the given conditions, it was awarded first prize. The house, they imagine, would be charming to look at and delightful to live in. It is a plan which conduces to "dignity" of living. A loggia for summer days, an angle for winter nights, convenience, space, privacy — these factors all appear in the achieved result. The design is simple, direct, appropriate to the material, and withal distinguished and original. The authors have an evenly balanced talent; their house is well planned, well designed, and well presented.

THE SECOND PRIZE DESIGN (page 10). Mr. Rantoul's design, treated in so different a spirit, has the high merit of perfect directness and consistency. The face which the little house presents to the street is frank and charming, and in a high degree expressive — expressive of the material, of the interior arrangement, and of a native grace and refinement.

Mr. Rantoul postulates for himself an entirely different sort of a client from that of Messrs. Risley & Wilson — one who wants absolutely the most that can

THE NATCO TEX-TILE HOUSE

be had for the money, not in novelty and æsthetic interest, but in accommodation. Occupying less space on the ground than any of the other plans, it exceeds them all in the number of rooms. This is achieved by a vertical extension. It is a device of the highest economy, though fraught with perils for the designer. The facility with which these perils have been avoided in this instance proves his high competence.

THE THIRD PRIZE DESIGN (page 11). Mr. Whittlesey's design has the merit of simplicity and domesticity, besides exhibiting an admirable sense of the proper handling of material. There is no applied ornament, and no need for any, the materials themselves being treated in so honest and so interesting a way. Another foot added to the height of the walls would not have harmed the design in the least. The arrangement of rooms is good, the rendering excellent.

THE FOURTH PRIZE DESIGN (page 12). Mr. Dise's design is what may be described as a "usual" type, but somehow saves itself from being commonplace, nevertheless. One finds a certain satisfaction in its four-square façade, its low, untroubled brow, its open, candid eyes. The whole thing is another illustration of the adage, "An honest tale speeds best being plainly told." The plan has the merit of economy and directness, and the rendering is beautifully brilliant.

THE HONORABLE MENTION DESIGNS. The trim, prim, Georgian bijou by Mr. Cass (page 14) would grace Pomander Walk itself. There is a lasting charm in this sort of thing which cannot be gainsaid. The plan is economical and practical.

Mr. Kaeyer's design (page 16) is better than appears at first glance. It is a thoroughly good solution of the problem, and the plan is in many respects the best among the ten here presented.

The design of Mr. Blount and Mr. Mooney (page 17) shows an intelligent use of material and a happy disposition of voids and solids.

Mr. di Nardo's design (page 13) is beautifully direct, simple, and harmonious.

The design of Messrs. Welsh & Yewell (page 15) is of such a seductive charm and picturesqueness that the judges had to sharpen their critical faculty to a fine edge to resist its blandishments. In imaginative quality, in feeling for line, mass, and proportion, the competition has nothing better to show.

Mr. Thole's design (page 18) shows a grasp of the essentials of his problem, and his place in the honor list is well deserved. The rendering is skilful; if a bit uncertain where to leave off, the author at least has shown in his drawing that he knew the value in pen-and-ink work of blank spaces and strong shadows.

In conclusion, the judges desire to express to the competitors their regret that in the mass of material submitted the many flashes of felicity, the many excellences of achievements, should have to pass unnoted in this report. And to the company, which made the competition possible, they wish to express their appreciation of a policy which not only encourages effort and develops talent among architectural draftsmen, but which conduces to better living-conditions throughout the land.

CLAUDE BRAGDON, Rochester

ALFRED BUSSELLE, New York

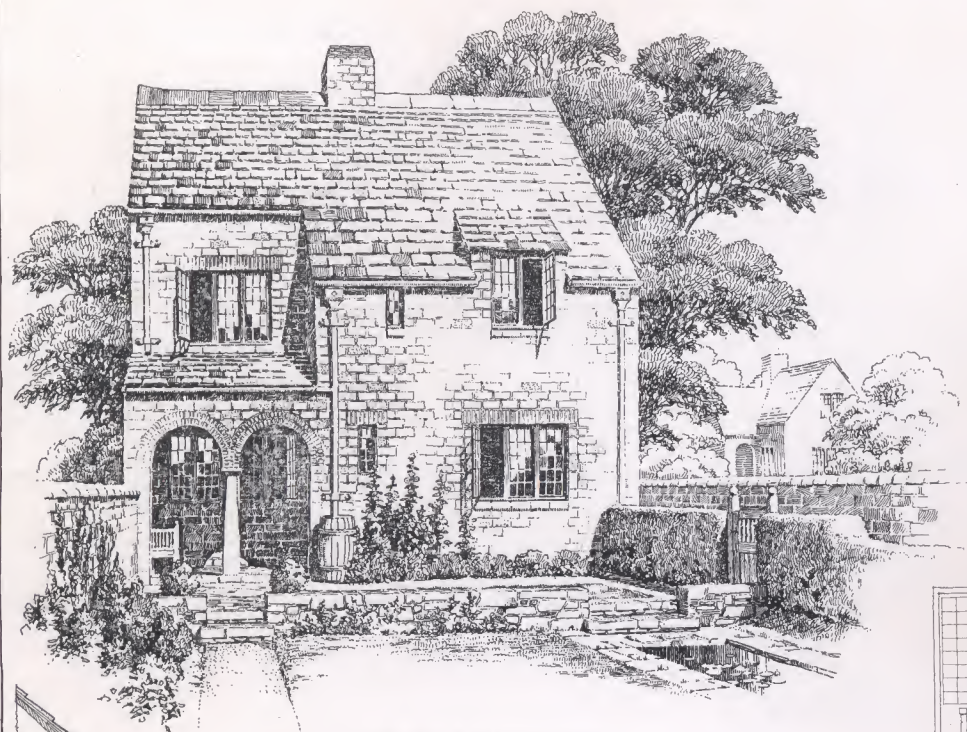
CHARLES HERRICK HAMMOND, Chicago

WILLIAM GRAY PURCELL, Minneapolis

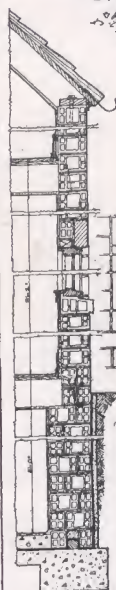
ERNEST JOHN RUSSELL, St. Louis

Jury of Award

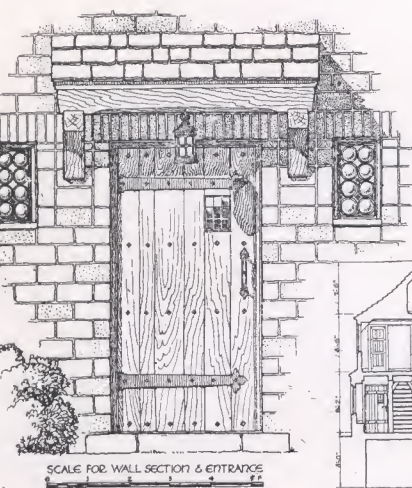
THE NATCO TEX-TILE HOUSE



VIEW FROM THE GARDEN



SECTION OF WALL

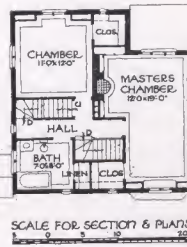


DETAIL OF MAIN ENTRANCE



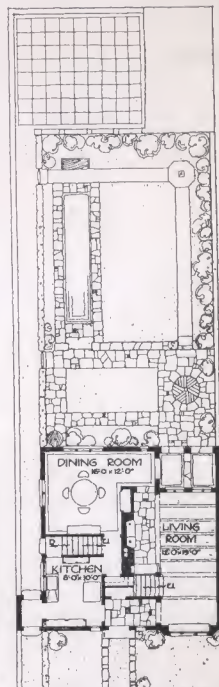
KEY SECTION

CUBAGE		
HOUSE	702	
26'-4" x 26'-8"		
DEDUCT 9'-0" x 6'-0"	54	
FLOOR AREA	648	
AVERAGE HEIGHT	30'-0"	
CUBAGE	19440	
PORCHES	149	
9'-0" x 6'-0" x 11'-0" x 1/4"		
5'-0" x 5'-0" x 11'-0" x 1/4"	50	
TOTAL CUBAGE	19639	



SCALE FOR SECTION & PLANS

SECOND-FLOOR PLAN



FIRST-FLOOR PLAN



DESIGN FOR A ONE-FAMILY HOUSE
TO BE BUILT OF NATCO TEX-TILE

FIRST PRIZE DESIGN — SUBMITTED BY W. L. RISLEY AND JAMES PERRY WILSON
135 Fourth Avenue, Newark, N. J.

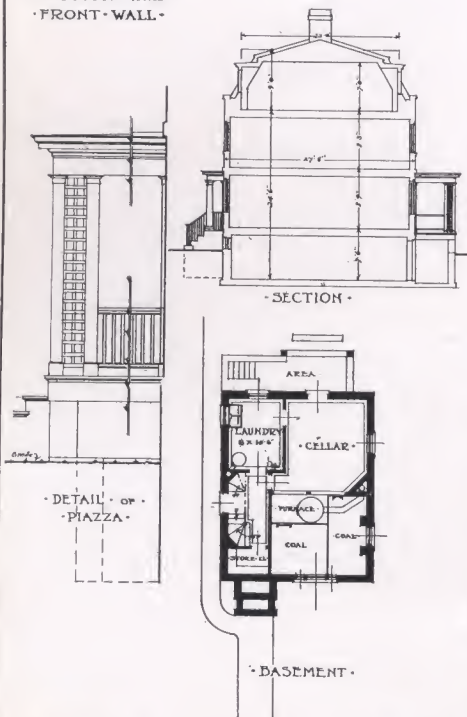
THE NATCO-TEX-TILE HOUSE



· PERSPECTIVE ·

· SECTION - THRU ·
· FRONT - WALL ·

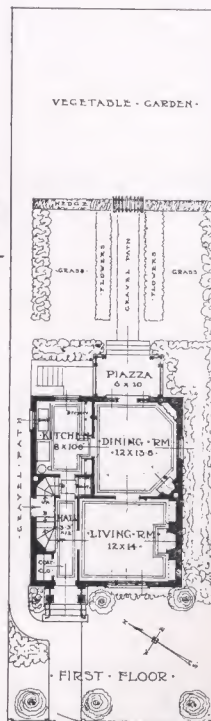
· ELEVATION · OF ·
· FRONT · PORCH ·



· SECTION ·

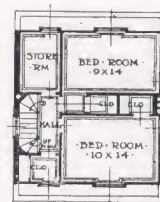
· DETAIL · OF ·
· PIAZZA ·

· BASEMENT ·

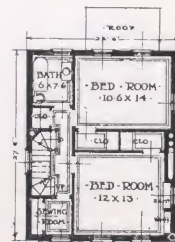


VEGETABLE · GARDEN ·

· FIRST · FLOOR ·



· THIRD · FLOOR ·



· SECOND · FLOOR ·

· CUBAGE ·

· HOUSE · 22 X 27 · 8 ·
· = 608 · 50 · SQ · FT ·
· X 24 · 6 · FROM · BAS ·
· TO · FIN · 3RD · FLOOR ·
· LEVEL = 14909 · CU · FT ·
· THIRD · STORY · AND ·
· ROOF · 22 X 23 X ·
· 9 = 4554 · CU · FT ·
· PIAZZA · 6 X 10 ·
· X 16 = 960 ÷ 4 ·
· = 240 · CU · FT ·
· DORMERS · 216 ·
· CU · FT ·
· FRONT PORCH ·
· 43 · CU · FT ·
· TOTAL · 19962 ·

· SCALE · OF · PLANS ·

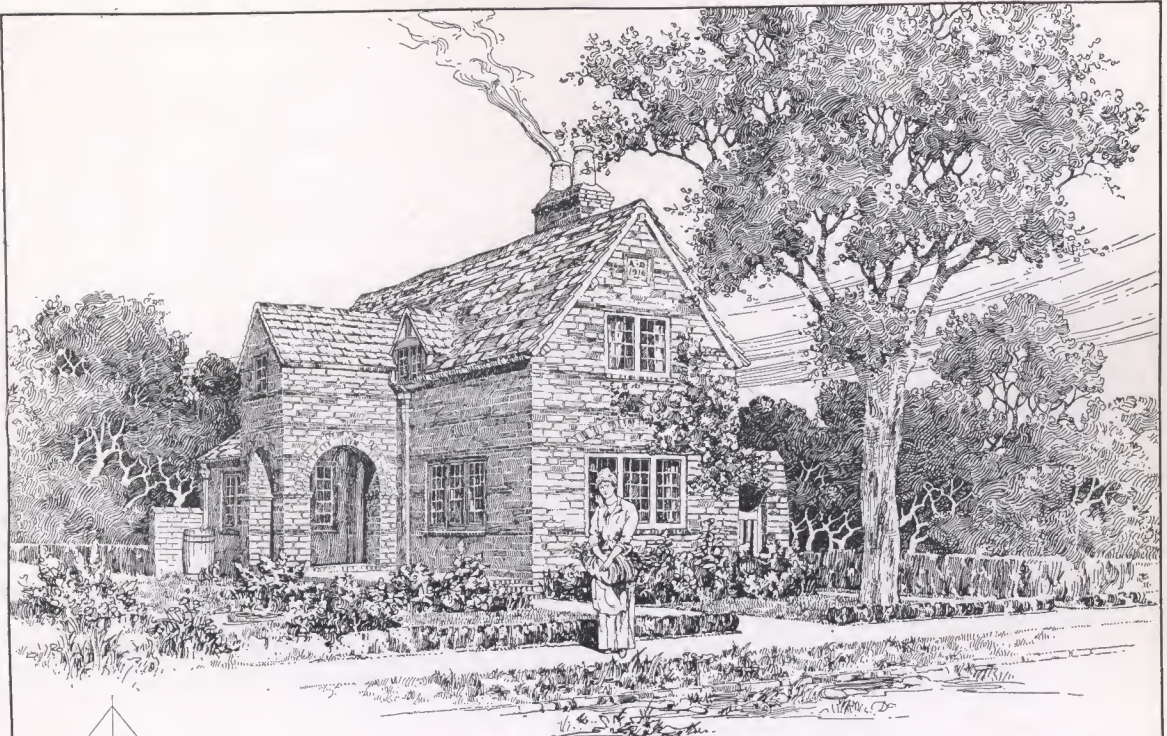
· SCALE · OF · DETAILS ·

· SUBMITTED ·
· BY ·

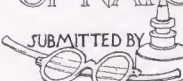


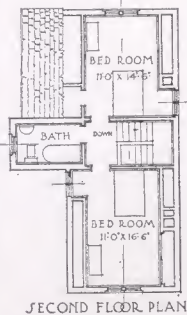
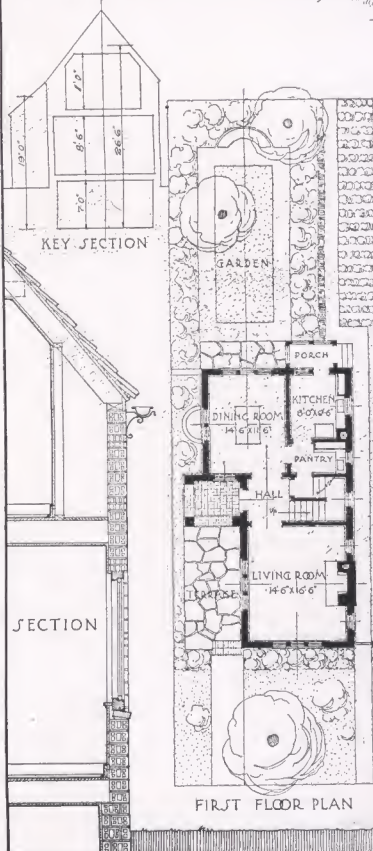
· DESIGN · FOR · A · ONE · FAMILY · HOUSE · TO · BE · BUILT · OF · NATCO · TEX-TILE ·

SECOND PRIZE DESIGN — SUBMITTED BY WILLIAM G. RANTOUL
6 Beacon Street, Boston, Mass.

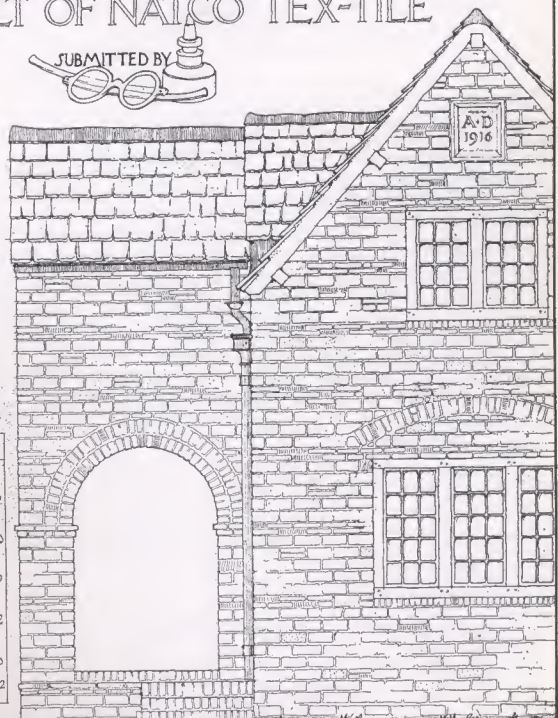


DESIGN FOR A ONE FAMILY HOUSE
TO BE BUILT OF NATCO TEX-TILE

SUBMITTED BY


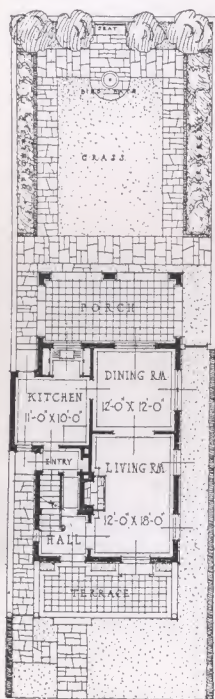


C U B A G E	
MAIN BODY OF HOUSE	
40'-0" x 16'-6" x 2'-6" =	1,749.0
PART OF DINING ROOM	
5'-6" x 15'-6" x 19'-0" =	1,620
BATH ROOM	
7'-6" x 6'-0" x 8'-6" =	510
ENTRANCE PORCH	
7'-6" x 8'-0" x 9'-6" =	142
REAR PORCH	
7'-6" x 4'-0" x 8'-0" =	60
TOTAL CUBIC FT. =	19,822

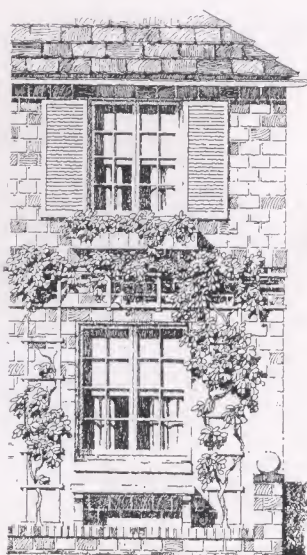


THIRD PRIZE DESIGN — SUBMITTED BY AUSTIN WHITTLESEY
548 Riverside Drive, New York, N. Y.

THE NATCO TEX-TILE HOUSE



FIRST FLOOR & PLOT PLAN



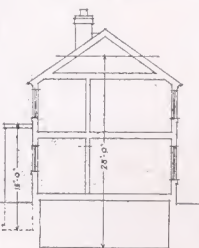
DETAIL OF FRONT

SVB-
MITTED
BY
HECK

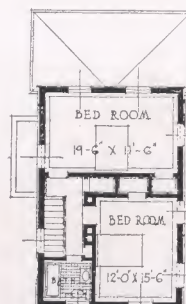
CUBAGE

MAIN PART OF HOUSE
21'-0" X 32'-0" X 26'-0" = 18,816
KITCHEN WING
4'-0" X 11'-6" X 15'-0" = 690
PORCH
21'-0" X 9'-0" X 10'-0" = 1890
1/4 X 1890 = 472
TOTAL CUBAGE = 19,978

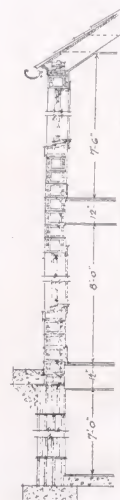
SCALE OF DETAIL
SCALE OF PLANS



KEY SECTION



SECOND FLOOR PLAN

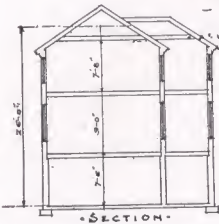


SECTION

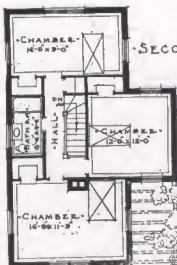
DESIGN FOR A ONE FAMILY HOVSE
TO BE BVILT OF NATCO TEX-TILE

FOURTH PRIZE DESIGN — SUBMITTED BY J. IVAN DISE
709 West 169th Street, New York, N. Y.

THE NATCO TEX-TILE HOUSE



SUBMITTED BY



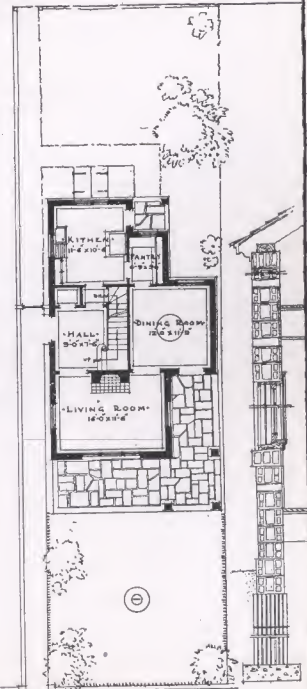
CUBAGE

MAIN BODY OF HOUSE
36'-0" x 17'-6" x 26'-0" = 17290

DINING ROOM WING
14'-0" x 7'-6" x 24'-0" = 2352

PORCH AT 1/4 OF TOTAL
20'-0" x 7'-0" x 13'-0" = 455

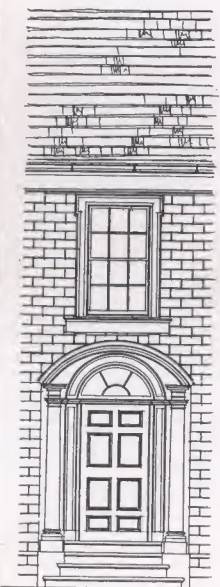
TOTAL = 20095 CU. FT.



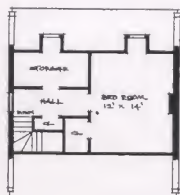
DESIGN FOR A ONE FAMILY HOUSE TO BE BUILT OF NATCO TEX TILE

MENTION DESIGN — SUBMITTED BY ANTONIO DI NARDO
548 Riverside Drive, New York, N. Y.

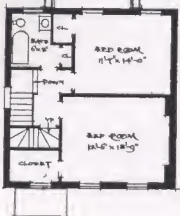
THE NATCO TEX-TILE HOUSE



DETAIL OF
ENTRANCE PORCH

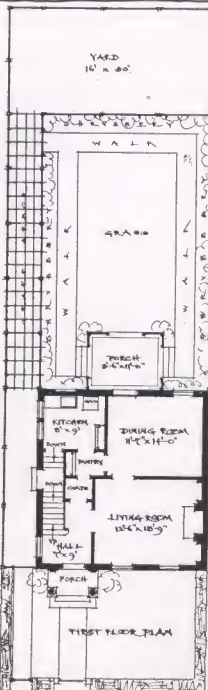


THIRD FLOOR PLAN

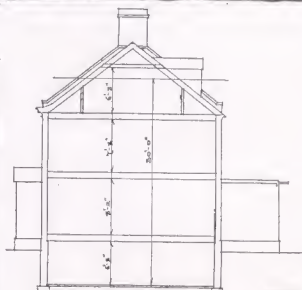


SECOND FLOOR PLAN

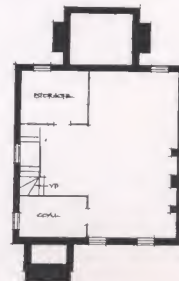
SCALE FOR DETAILS



FIRST FLOOR PLAN

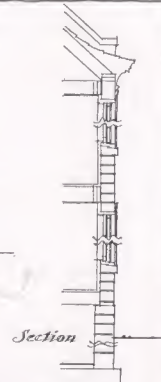


KEY CROSS SECTION



BASEMENT PLAN

SCALE FOR PLANS



Section

THE CUBAGE

Main Building
25'-0" x 26'-3" x 38'-0"
19680

Porch
8'-6" x 11'-0" x 10'-6" = 4
246

Entrance Porch
6'-8" x 3'-8" x 11'-0" = 4
72

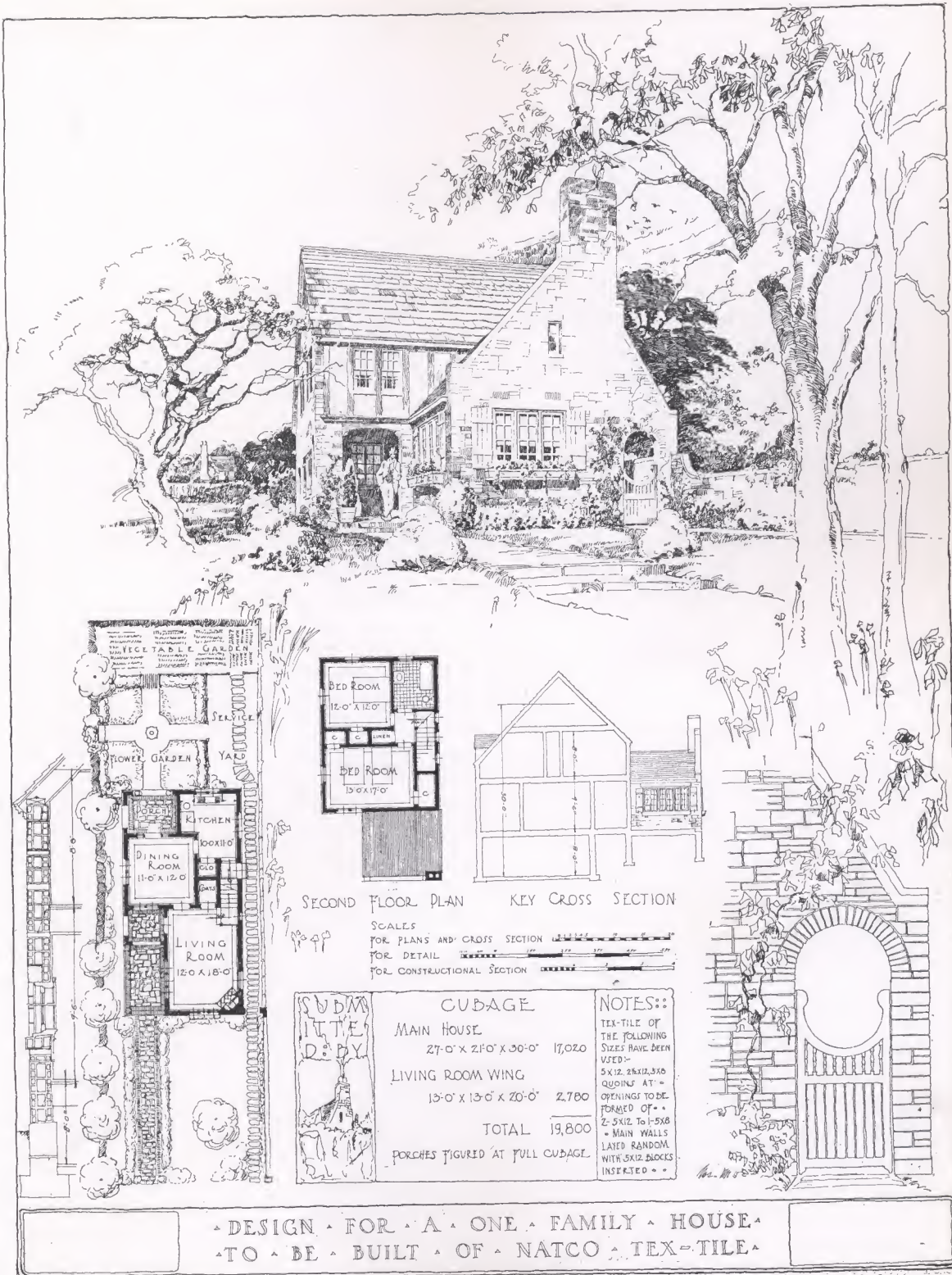
Total cubic feet 19998

DESIGN FOR A ONE FAMILY HOUSE
To be built of
NATCO TEX-TILE

ADRIAEN CLAEK
ARCHITECT
June 20 1916

MENTION DESIGN — SUBMITTED BY ALFRED COOKMAN CASS
77 Washington Place, New York, N. Y.

THE NATCO TEX-TILE HOUSE



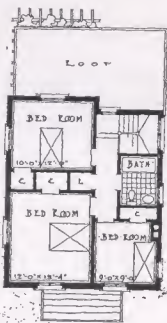
MENTION DESIGN — SUBMITTED BY LEWIS E. WELSH AND J. FLOYD YEWELL
132 Madison Avenue, New York, N. Y.

THE NATCO TEX-TILE HOUSE



CVBAGE

FRONTAGE 23'-0" DEPTH 27'-0"
 BASEMENT FLOOR TO AVER-
 AGE HEIGHT OF ROOF 29'-0"
 CVBAGE OF MAIN HOUSE 18009
 CVBAGE OF KITCHEN 1440
 CVBAGE OF PORCH 360
 TOTAL CVBAGE 19809
 COST @ 20¢ CVB = \$4000.



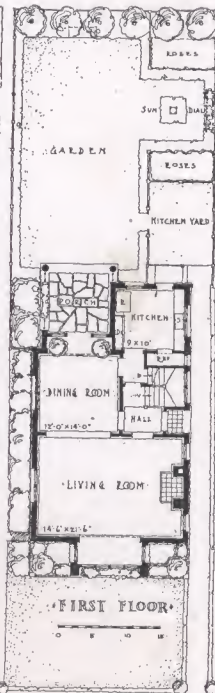
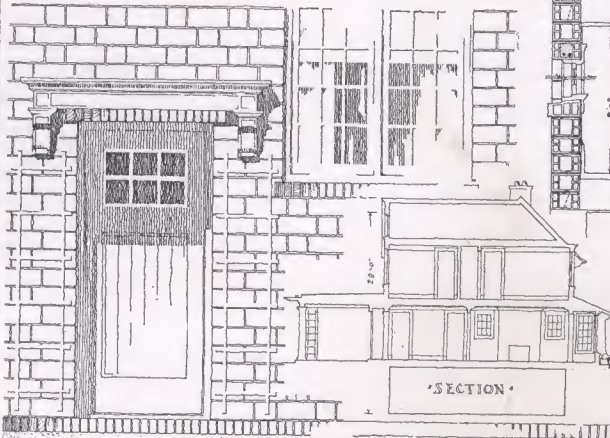
SECOND FLOOR

SUBMITTED BY
 NATCO TEX

DESIGN FOR A ONE FAMILY HOUSE TO BE BUILT OF NATCO TEX TILE

DETAIL OF ENTRANCE

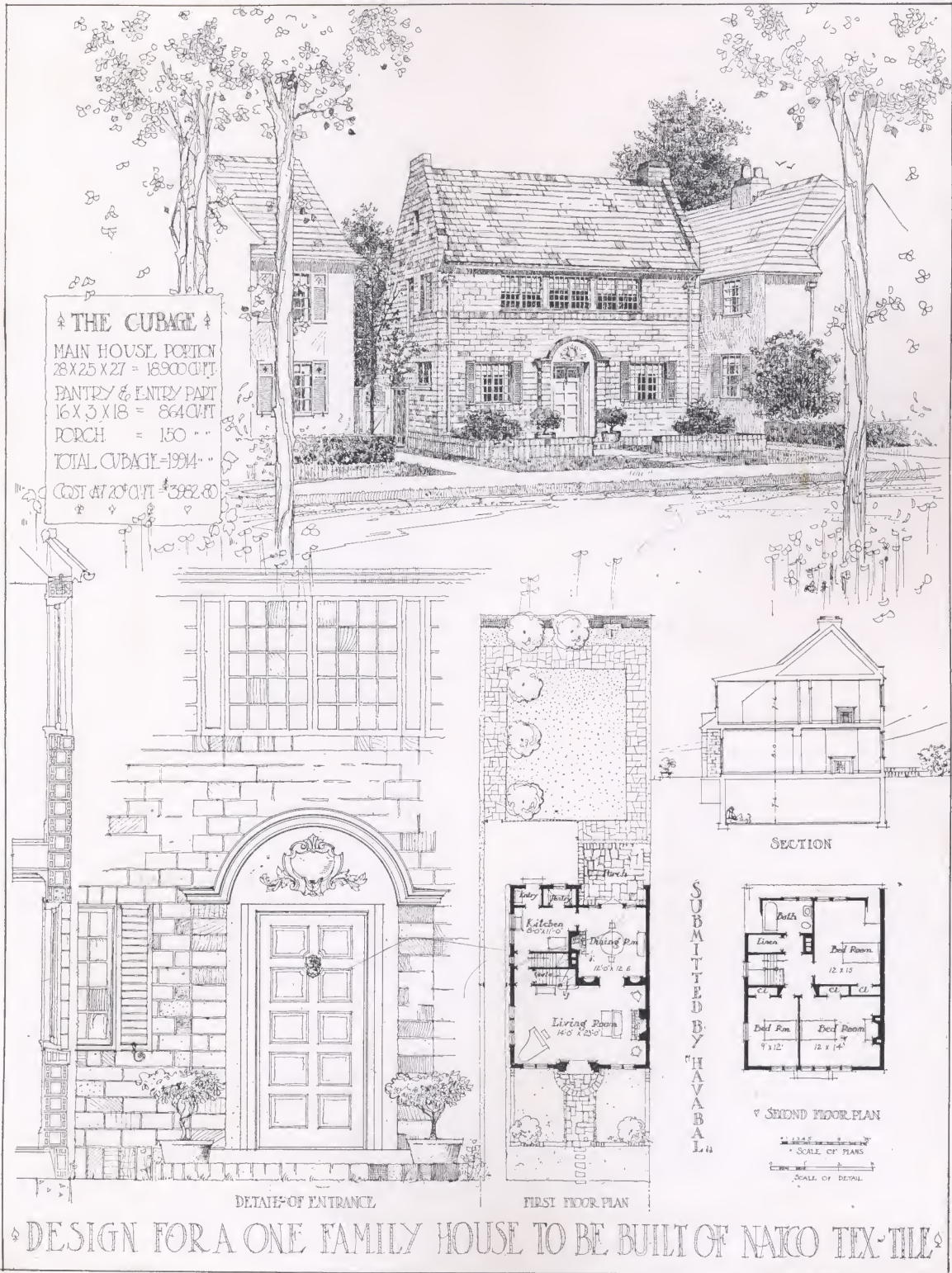
SECTION



FIRST FLOOR

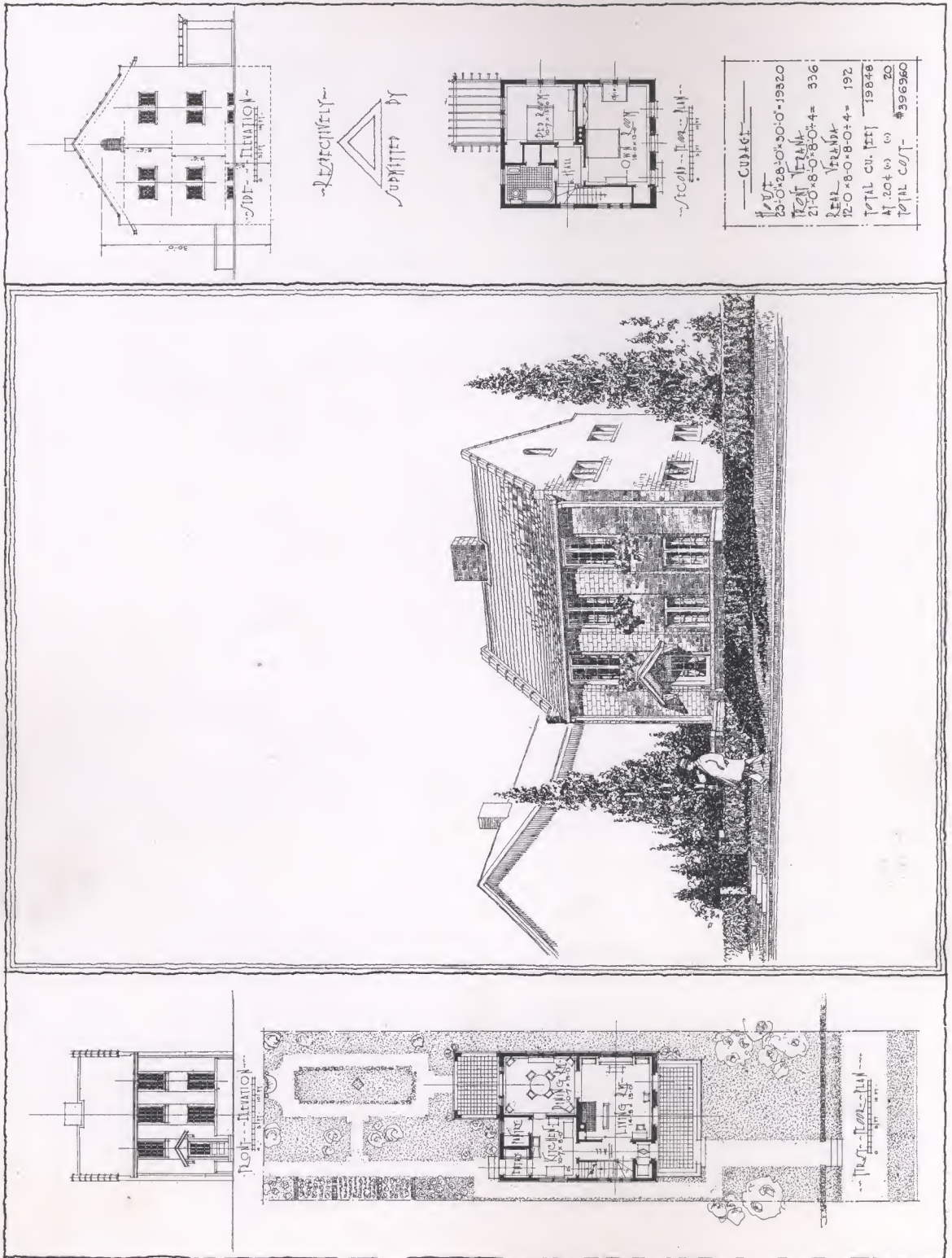
MENTION DESIGN — SUBMITTED BY ERIK KAEYER
 18 South Broadway, Yonkers, N. Y.

THE NATCO TEX-TILE HOUSE



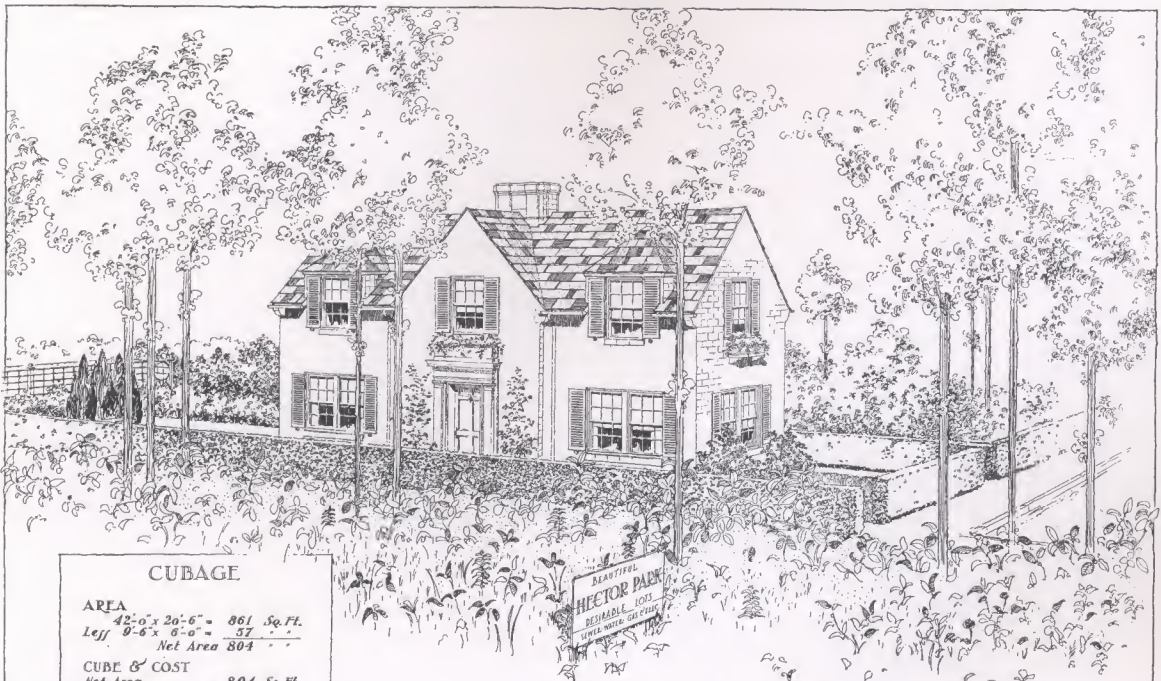
MENTION DESIGN — SUBMITTED BY GEORGE F. BLOUNT AND WILLIAM J. MOONEY
 110 State Street, Boston, Mass.

THE NATCO TEX-TILE HOUSE



MENTION DESIGN — SUBMITTED BY E. J. THOLE
1006 Vine Street, Evansville, Ind.

THE NATCO TEX-TILE HOUSE

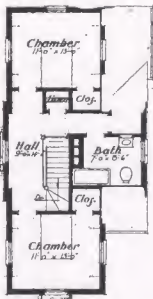


CUBAGE

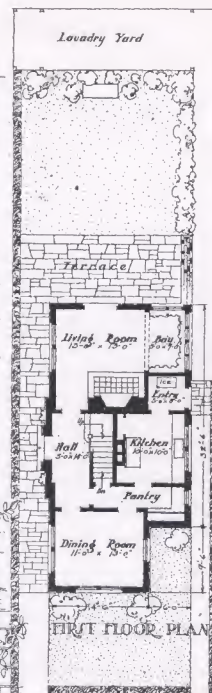
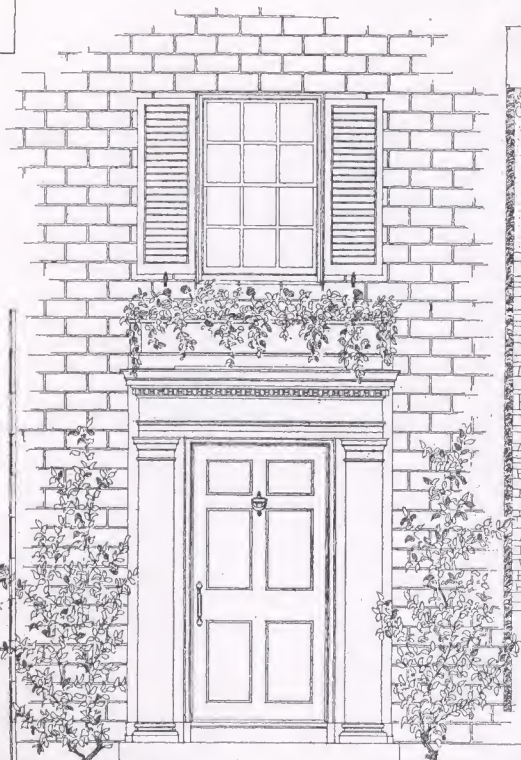
AREA	$42'-0" \times 20'-6" = 861 \text{ Sq. Ft.}$
Less	$0'-6" \times 0'-0" = 37$
	Net Area 804
CUBE & COST	
Net Area	804 Sq. Ft.
Average height of Roof	23 Ft.
Total	18492 Cu. Ft.
Cost per cu. ft.	.20
Terrace	\$508.40
TOTAL	\$908.40

SUBMITTED BY ML

SECTION



SECOND FLOOR PLAN

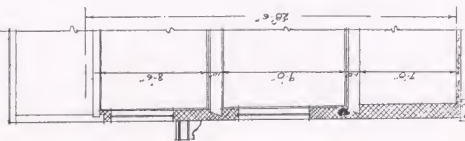


FIRST FLOOR PLAN

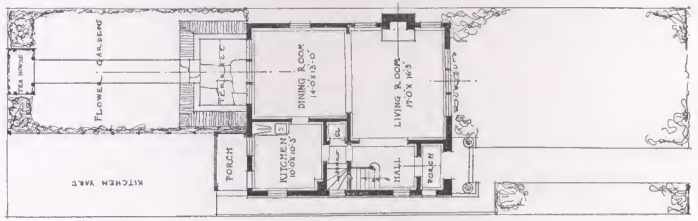
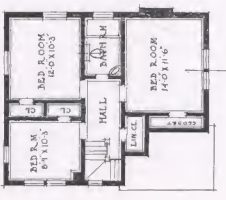
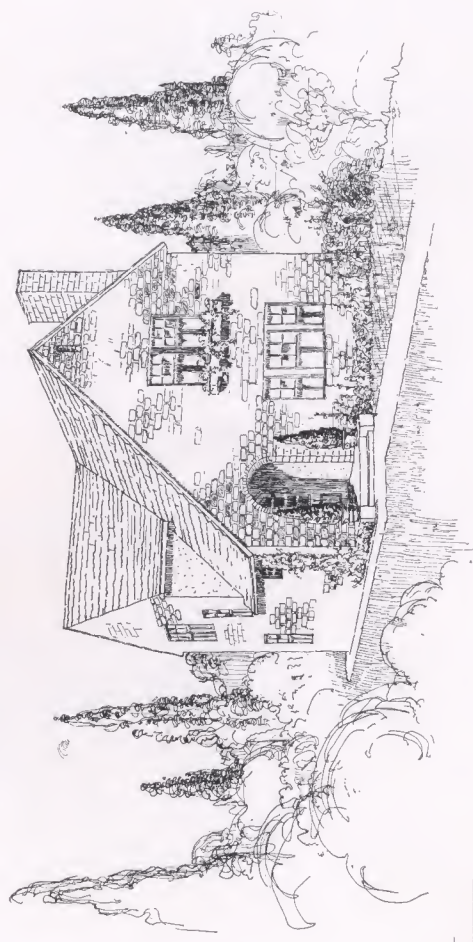
DESIGN for a ONE FAMILY HOUSE to be BUILT of NATCO TEX-TILE

DESIGN SUBMITTED BY HOWARD ASAHEL GOODSPEED
5 Wolcott Street, West Medford, Mass.

THE NATCO TEX-TILE HOUSE



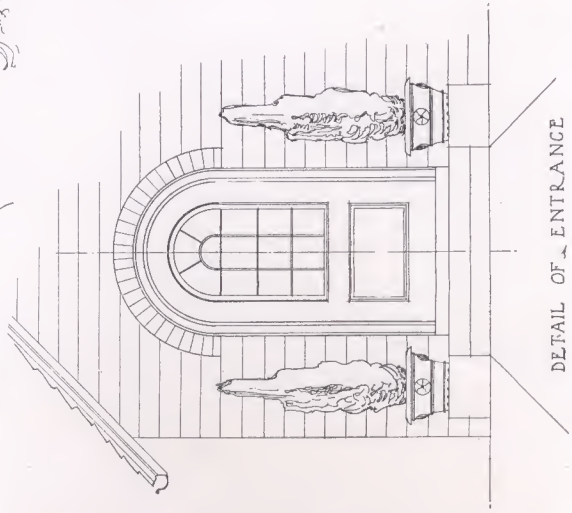
SECTION



DESIGN FOR A ONE FAMILY HOUSE TO BE BUILT OF TEX-TILE

- SUBMITTED BY -
A GOOD WORKMAN - AND - BYN TOOL -

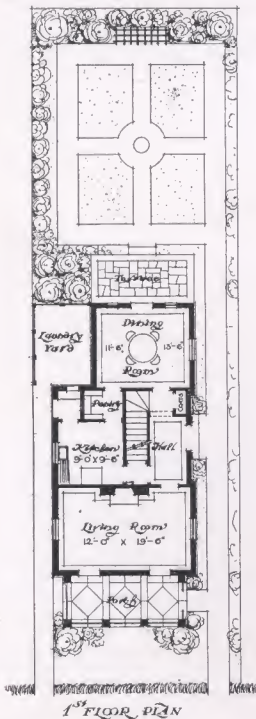
C U B A G E	
FRONT GABLE THRU TO REAR	30'-0" x 7'-0" x 12'-0" = 14035
SIDE GABLE	6'-0" x 20'-0" x 12'-0" = 4608
REAR PORCH	4'-0" x 6'-0" x 12'-0" = 54
FRONT PORCH	7'-0" x 6'-0" x 12'-0" = 63
TOTAL CUBAGE	19497
AT 20¢ PER CUB. FT.	3899.40
TOTAL COST	\$ 3899.40



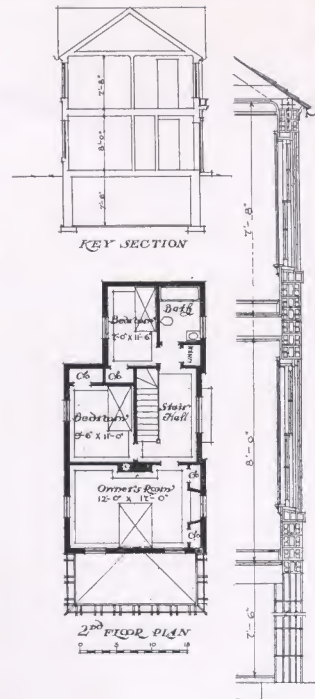
DETAIL OF ENTRANCE

DESIGN SUBMITTED BY BASILIO FREDERICK INANNI
2258 Euclid Avenue, Cleveland, Ohio

THE NATCO TEX-TILE HOUSE



CUBAGE	
MAIN HOUSE WIDTH 21'-0"	
LENGTH 27'-0"	
27'-6" FROM BASEMENT FLOOR TO AVERAGE HEIGHT OF ROOF	
21' X 27' X 27'-6" =	15,592 CU. FT.
DINING RM. WING	
12' X 15' X 22' =	3,960 "
PORCH 8' X 10' X 10' =	360 "
4	19,912 CU. FT.



DESIGN FOR A ONE FAMILY HOUSE
To be Built of
NATCO TEX-TILE

DESIGN SUBMITTED BY ALBERT E. HILL
101 Park Avenue, New York, N. Y.

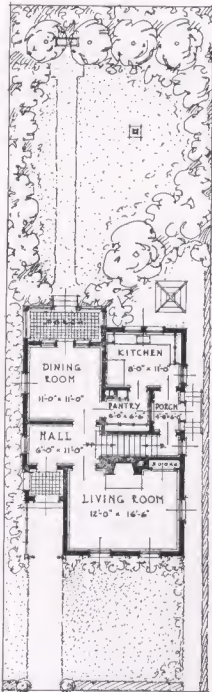
The image is a detailed architectural drawing of a one-family house. At the top is a perspective view of the house, a two-story structure with a gabled roof, a central chimney, and a front porch. Below the perspective view are three smaller drawings: a section on the left, a second-floor plan in the center, and a first-floor plan on the right. The section shows the internal structure of the house, including the roof and walls. The second-floor plan shows two bedrooms, a bathroom, and a central hallway. The first-floor plan shows a living room, a dining room, a kitchen, and a porch. A central box contains a table with the following information:

- CUBAGE -	
• MAIN PORTION •	CU FT
• 25 x 28 x 2 1/2 •	18550
• DAY • 3 x 13 x 12 •	468
• DOORMIE • (FRONT) •	
11 x 3 x 5 •	165
• DOORMIE • (REAR) •	
19 x 3 x 5 •	285
• PORCH • 12 1/2 x 8 x 11 1/4 •	275
• CHIMNEY • 4 x 2 x 5 •	40
• COST • \$39566 • 20 x 19783	

Below the table is a small drawing of a house with the text "DESIGN FOR A ONE-FAMILY HOUSE TO BE BUILT OF NAT'L TEXTILE".

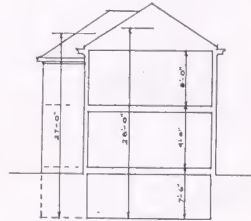
22

THE NATCO TEX-TILE HOUSE

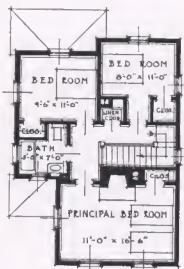


FIRST FLOOR & PLOT PLAN-

CUBAGE & COST	
MAIN BODY OF HOUSE-18'x31'x28'	15624
PROJECTION OF HALL & DINING RM-6'x11'x27'	3078
PROJECTION OF KITCHEN-2'x13'x26'	676
FRONT PORCH & LATTICE-1/4'x5'x12'x13'	234
REAR PORCH 1/4'x5'x12'x12'	180
TOTAL - - - - -	19792
COST @ 20¢ PER CUFT-19792x20	\$3958.40



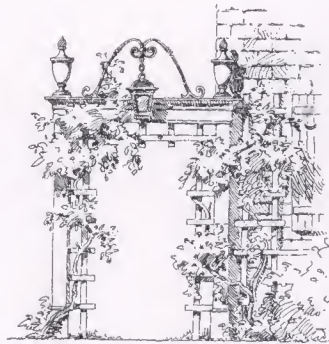
KEY SECTION



SECOND FLOOR PLAN

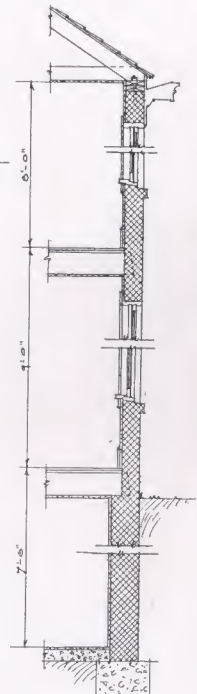
0 5 10 15 20
SCALE OF PLANS-

SUBMITTED BY-



DETAIL OF LATTICE
AT ENTRANCE

0 5
SCALE OF DETAILS



SECTION

DESIGN FOR A ONE FAMILY HOVSE TO BE BUILT OF NATCO TEX-TILE

DESIGN SUBMITTED BY RAYMOND W. JEANS
546-24th Street, Oakland, Cal.

THE NATCO TEX-TILE HOUSE



~CUBAGE~

MAIN PORTION 27'4" - 392

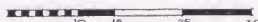
KITCHEN WING 21' x 12'6" - 263

AVERAGE HEIGHT 30' x 655

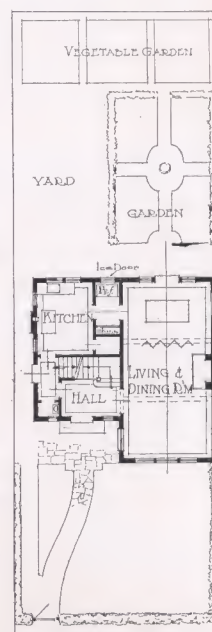
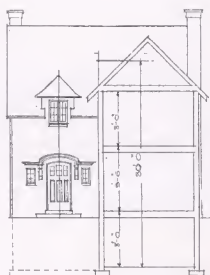
TOTAL CUBAGE - 19650



SECOND-FLOOR PLAN.



SCALE OF PLANS.



ROOM SIZES

LIVING ROOM, 13'0" x 25'6"
HALL, 5'6" x 5'6"
KITCHEN, 8'6" x 10'0"
BEDROOM #1, 13'0" x 13'0"
BEDROOM #2, 13'0" x 10'6"
BATH, 8'0" x 7'0"

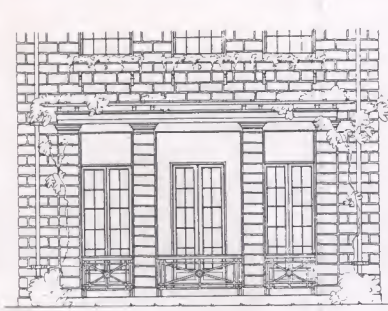
BY 'NEMO'

DESIGN for a ONE FAMILY HOUSE
to be BUILT of NATCO TEXTILE

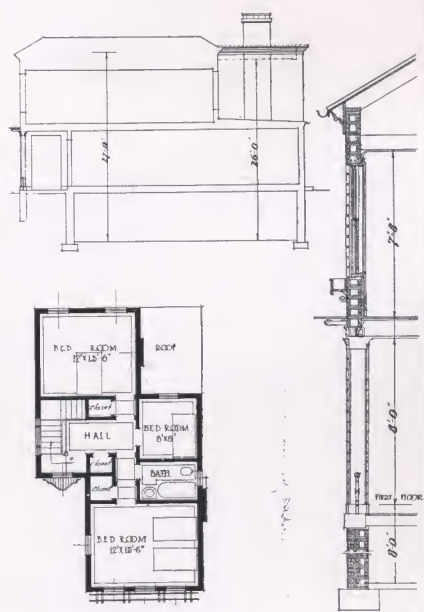
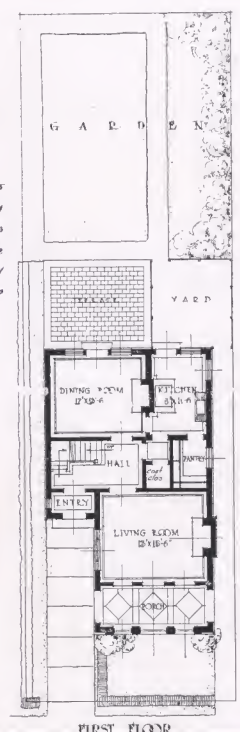
DESIGN SUBMITTED BY JOHN PETTER

2844 Pine Grove Avenue, Hyde Park, Cincinnati, Ohio

THE NATCO TEX-TILE HOUSE



- CVBAGE -
CEILING TO SECOND FLOOR
 24'X24' = 576
 9'6"X17' = 161
 23'7"X17' = 12579 sq ft
SECOND FLOOR TO ROOF
 15'6"X17' = 260
 11'6"X24' = 2784
 55'8"X10' = 5580 sq ft
EXTENSION
 11'6"X15' = 174 sq ft
 PORCH 7'X12'X9' at 4 = 267
 TOTAL CVBAGE = 19924 sq ft



SECOND FLOOR
 Scale 0 5 10 15 Feet

FIRST FLOOR

SUBMITTED
 BY

DESIGN FOR A ONE FAMILY HOUSE
 TO BE BUILT OF
 NATCO TEX-TILE

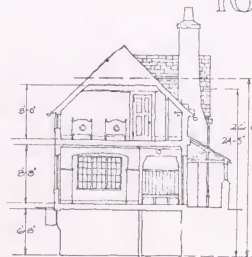
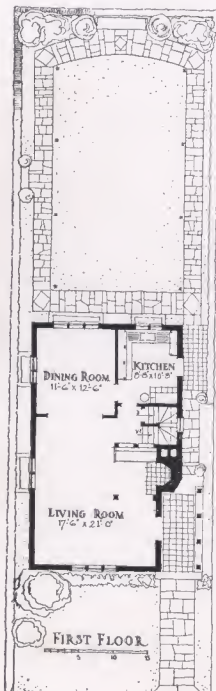
BELGIQUE

DESIGN SUBMITTED BY DANIEL NEILINGER
 101 Park Avenue, New York, N. Y.

THE NATCO TEX-TILE HOUSE

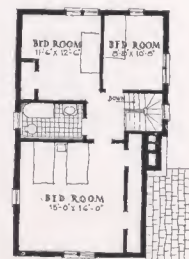
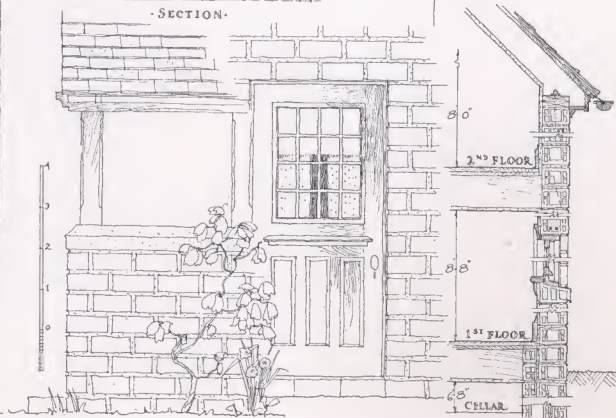


DESIGN FOR A ONE FAMILY HOUSE
TO BE BUILT OF NATCO TEX-TILE



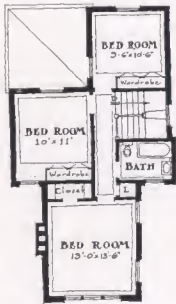
SECTION

CVBAGE	
MAIN HOUSE	-
194'x36'x26' =	18158
KITCHEN PROJECTION	-
242'x27'x24.4' =	1594
PORCH	-
6'x125'x8.5' =	159
AREAS - CHIMNEY - ETC	-
=	89
TOTAL CVBIC FEET	- 20000
AT 20¢ PER CV FT	- \$4000

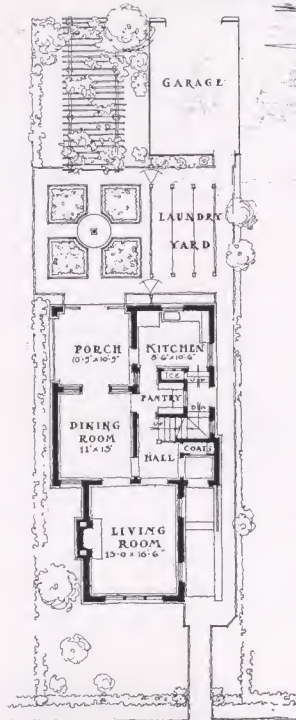


DESIGN SUBMITTED BY ROBERT PALLESEN
67 Hunt Street, Corona, N. Y.

THE NATCO TEX-TILE HOUSE

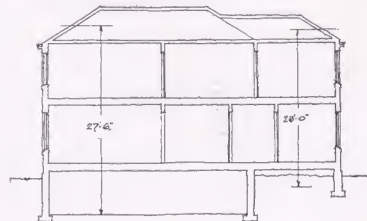


* SECOND FLOOR PLAN *

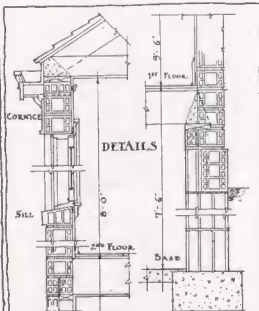


* FIRST FLOOR PLAN *

0 12 24 36
0 5 10 15 20
* GRAPHIC SCALE *



* LONGITUDINAL SECTION *

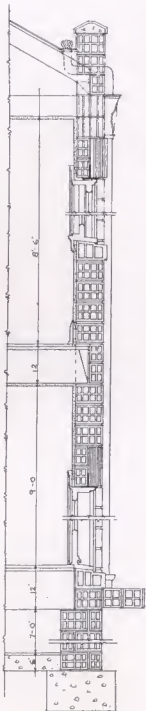
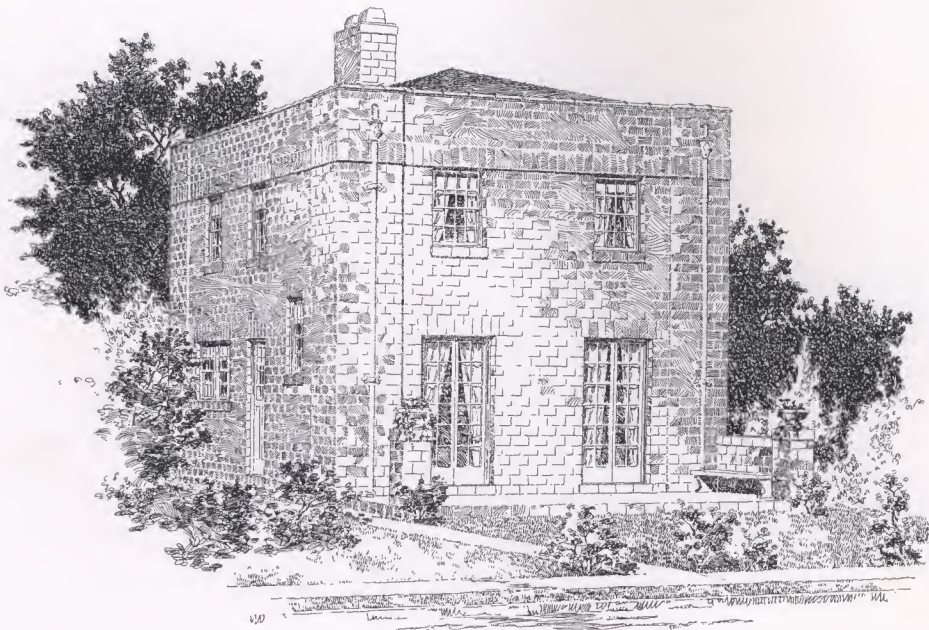


DESIGN FOR A
ONE FAMILY HOUSE
TO BE BUILT OF
NATCO TEX-TILE
BENVENUTO CELLINI II
JUNE 20 1916

* CUBAGE *	
LIVING ROOM 14.5' x 17.0' x 27.5' =	6806
CENTER PORTION 14.5' x 23.5' x 27.5' =	9371
KITCHEN 11.75' x 12.0' x 24.0' =	3243
PORCH 11.5' x 11.5' x 4' x 11.5' =	379
VEST. PROJECTION 7.0' x 5' x 21' =	74
TOTAL	13073
PRICE PER CUBIC FT	20
COST OF HOUSE	\$27460

DESIGN SUBMITTED BY F. S. STOTT AND E. V. LUND
1100 Donaldson Building, Minneapolis, Minn.

THE NATCO TEX-TILE HOUSE

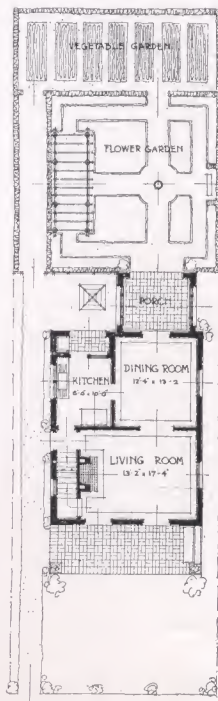
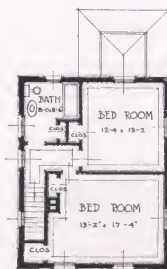
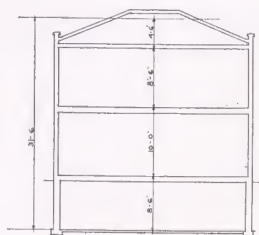


SCALE OF PLANS
SCALE OF DETAIL

THE CVBAGE.

HOUSE 22'-0" x 28'-0" x 3'-6" = 19404 CV FT
PORCH 12'-0" x 12'-0" x 4'-4" = 324 CV FT
TOTAL 19728 CV FT
COST AT 20 CENTS PER CV FT \$3945.60

SUBMITTED BY



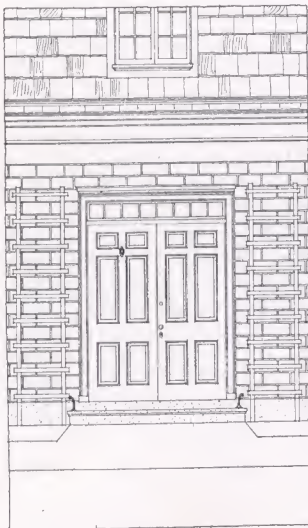
· DESIGN · FOR · A · ONE · FAMILY · HOUSE ·
· TO · BE · BUILT · OF · NATCO · TEX · TILE ·

DESIGN SUBMITTED BY FLOYD K. HARPER
515 Phelps Building, Binghamton, N. Y.

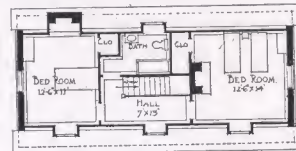
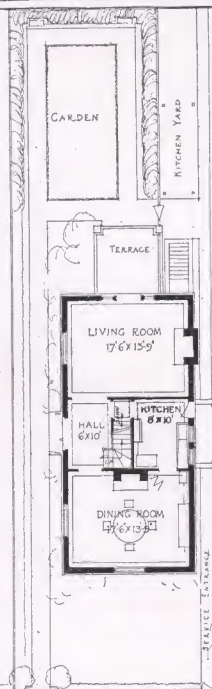
THE NATCO TEX-TILE HOUSE



DESIGN for a ONE FAMILY HOUSE to be built of NATCO TEX-TILE

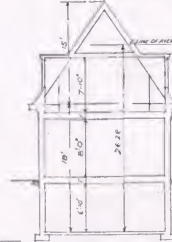


SCALE OF DETAILS



CUBAGE
HOUSE
13X40X26.25=13,972 CU. FT.

SCALE OF PLANS AND SMALL SECTION



Submitted by
XANTIPPE

DESIGN SUBMITTED BY STANLEY L. ROUSH
418 Oliver Building, Pittsburgh, Pa.

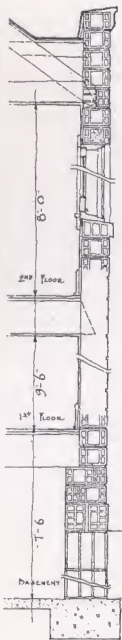
THE NATCO TEX-TILE HOUSE



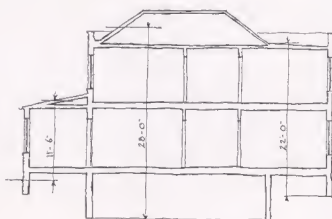
DESIGN FOR A ONE FAMILY HOUSE TO BE BUILT OF NATCO TEX-TILE

BY MR. PECKSNIFF, ARCHITECT

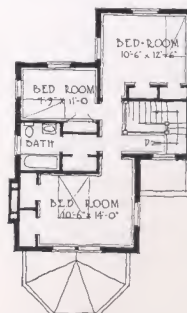
JUNE 20 1916



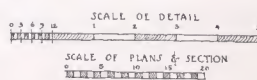
DETAIL



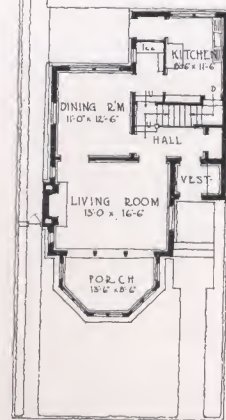
SECTION



SECOND FLOOR PLAN



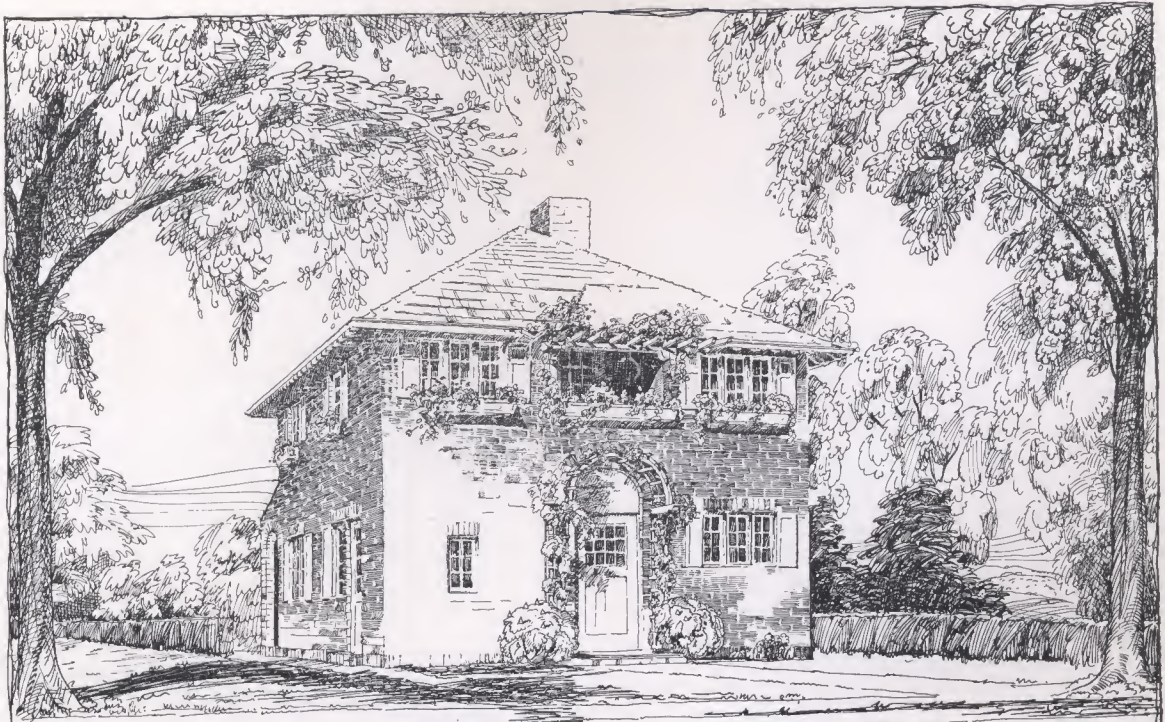
CUBAGE	
FRONT PORTION 13'-5" X 10'-0" X 22'-0"	6004
CENTER PORTION 14'-0" X 26'-0" X 22'-0"	10192
REAR ELL 8'-0" X 14'-25" X 22'-0"	2506
PORCH (13'-5" X 10'-0") X 11'-5"	511
VESTIBULE 13'-5" X 11'-5"	115
TOTAL	19944
PRICE PER CU. FT.	.20
COST OF HOUSE	\$3988.80



FIRST FLOOR PLAN

DESIGN SUBMITTED BY E. V. LUND AND F. S. STOTT
1100 Donaldson Building, Minneapolis, Minn.

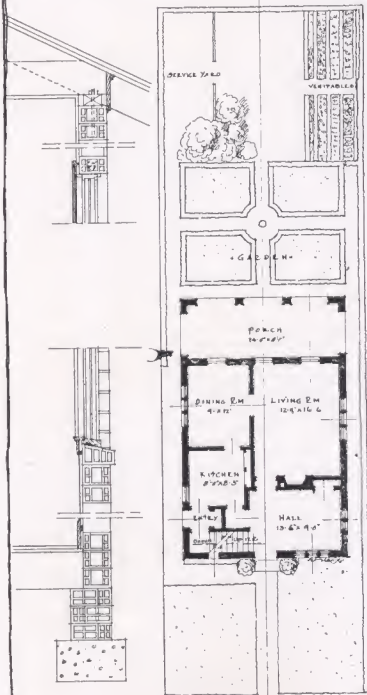
THE NATCO TEX-TILE HOUSE



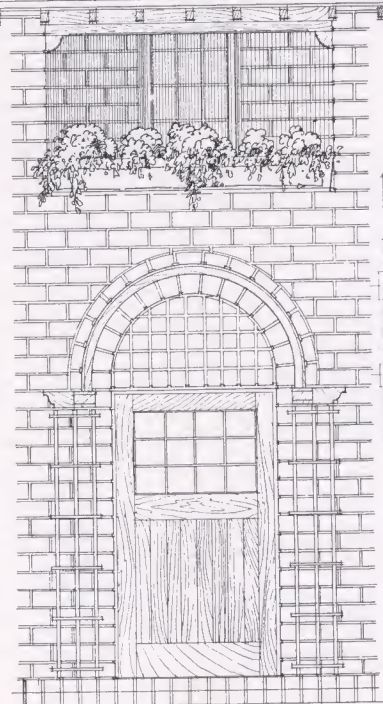
• DESIGN • FOR • A • ONE • FAMILY • HOUSE • TO • BE • BUILT • OF •

• NATCO TEX-TILE •

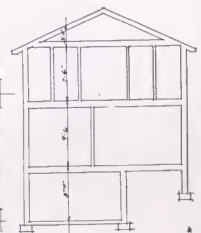
SUBMITTED BY 



FIRST FLOOR



SECOND FLOOR



CUBAGE	
CELLAR - 15'0" X 29'0" X 8'0"	= 3.400
FIRST FL - 24'0" X 24'0" X 9'6"	= 6.612
SECOND FL - 24'0" X 24'0" X 7'6"	= 5.220
ROOF - 24'0" X 24'0" X 3'0"	= 1.908
PORCH - 24'0" X 5'0" X 3'0"	= .576
TOTAL	17.876



DESIGN SUBMITTED BY CONRAD ALFRED ALBRIZIO
Room 1405, 101 Park Avenue, New York, N. Y.

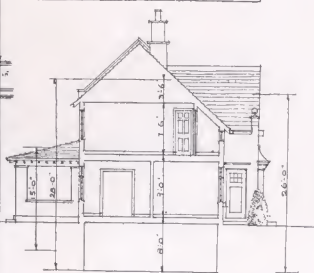
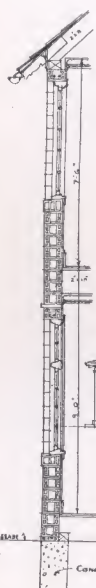
THE NATCO TEX-TILE HOUSE



· DESIGN · FOR · A · ONE · FAMILY · HOUSE · TO · BE · BUILT · OF · NATCO · TEX · TILE ·

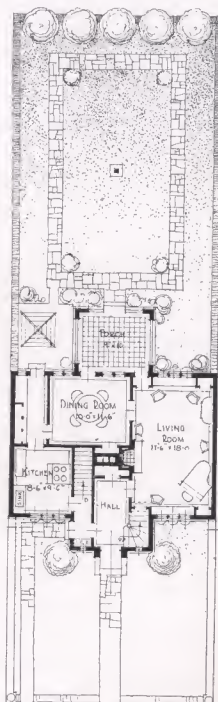
· CVBAGE ·

MAIN BODY OF HOUSE
30'-0" x 21'-0" x 28'-0" = 17,640 cu ft
ENTRANCE BAY
5'-0" x 12'-0" x 26'-0" = 1,560 cu ft
REAR PORCH
9'-0" x 12'-0" x 15'-0" = 405
STEPS, CHIMNEY, ETC.
APPROXIMATELY 200
TOTAL CVBAGE 19,805
AT \$20 PER CU FT \$3,961.00



· KEY SECTION ·

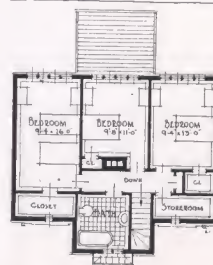
SCALE FOR DETAIL
OF OUTSIDE WALL



· FIRST FLOOR PLAN ·

COLOR SCHEME.

NATCO TEX-TILE FOR WALLS
TO BE OF VARIEGATED
LIGHT BUFF TONES LAID
IN LIGHT BROWN MORTAR
UPPER SECTION OF CHIMNEY
TO BE ENTIRELY OF TILES
COPPER HOOD OVER DOOR
ROOF OF GREEN SLATE
WINDOW AND DOOR TRIM
PAINTED WHITE



· SECOND FLOOR PLAN ·

SCALE FOR PLANS

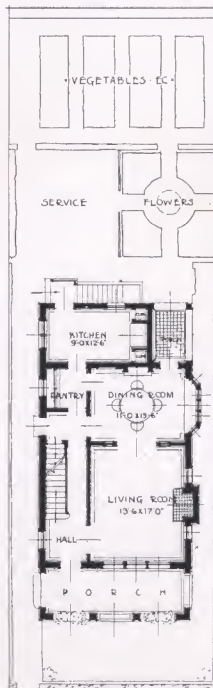
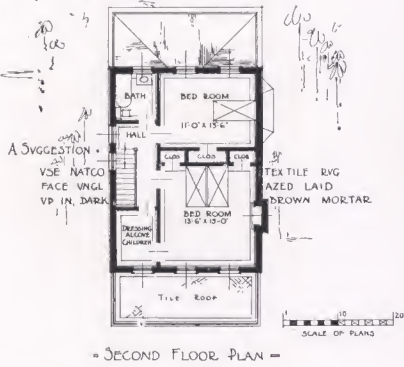
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DESIGN SUBMITTED BY MAURICE FEATHER
129 Langdon Avenue, Watertown, Mass.

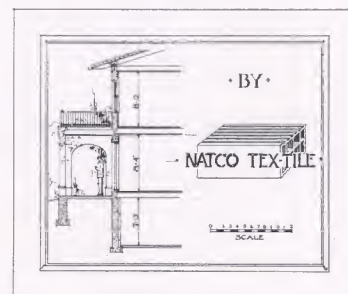
THE NATCO TEX-TILE HOUSE



ONE FAMILY HOUSE TO BE BUILT OF NATCO TEXTILE

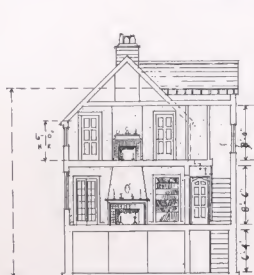
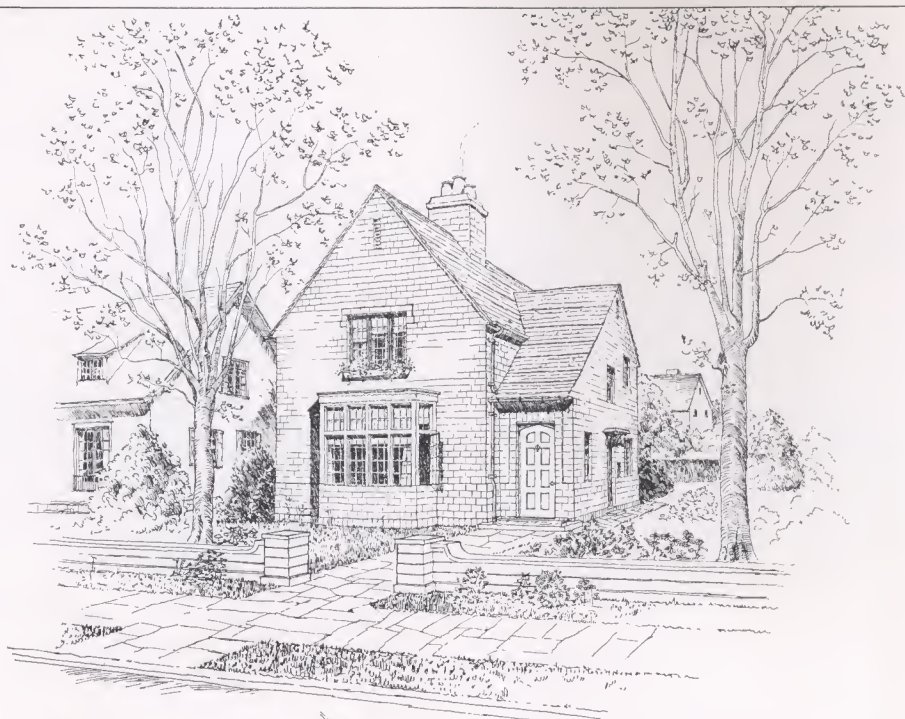


• TOTAL CYBAGE •	
DEPTH OF HOUSE	30'-0"
WIDTH	22'-0"
HEIGHT - AVERAGE	27'-0"
SERVICE	100' x 14'0" x 10'-0"
PORCHES - BAY	22'0" x 8'0" x 10'-0"
CELLAR UNDER REAR PORTION ONLY - DEPTH	30'-0"
19990 CYBIC FEET AT 20 CENTS	
COST	3998.00
DOLLARS	



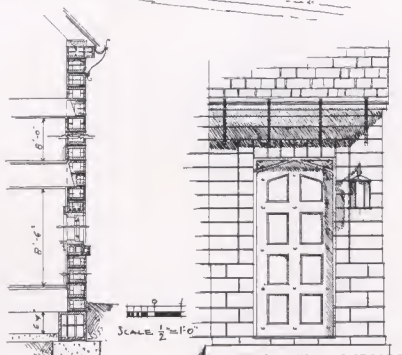
DESIGN SUBMITTED BY WALTER R. MAHNKEN
52 Vanderbilt Avenue, New York, N. Y.

THE NATCO TEX-TILE HOUSE



SECTION

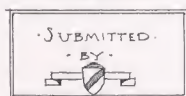
SCALE $\frac{1}{8}'' = 1'-0''$
FOR PLANS & SECTION



SCALE $\frac{1}{2}'' = 1'-0''$



SECOND-FLOOR PLAN



DESIGN FOR A ONE FAMILY HOUSE
TO BE BUILT OF
NATCO TEX-TILE

CUBAGE

MAIN PART $25 \times 27\frac{1}{2}' = 687\frac{1}{2}$

AVG. HEIGHT = 27

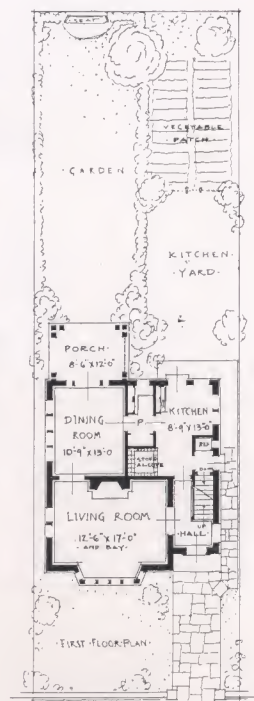
CUB. CTN. 8,562 $\frac{1}{2}$

BAY $2 \times 10 \times 14' = 280$

PORCH $(8\frac{1}{2} \times 12 \times 14) = 4 = 357$

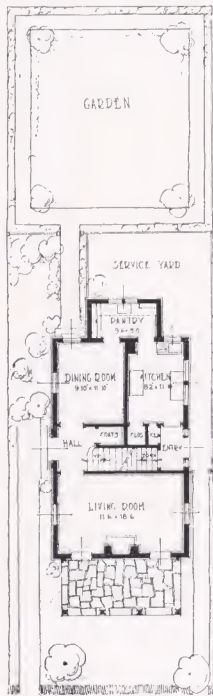
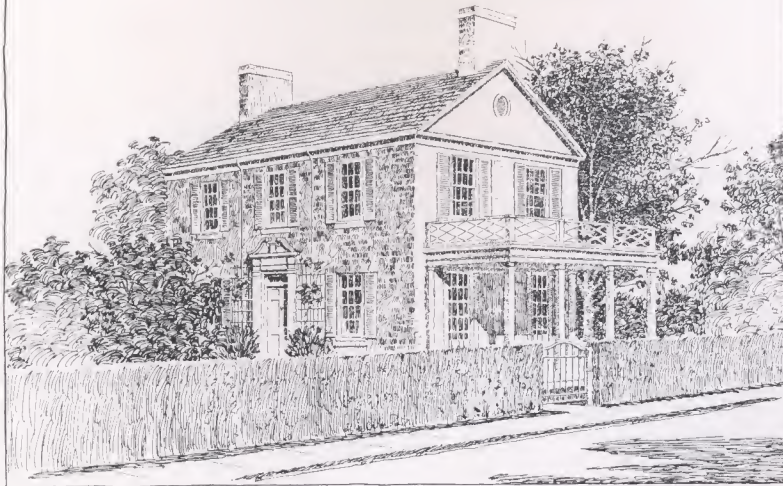
CHIMNEY $3 \times 3 \times 3 = 27$

TOTAL CUBAGE 19,226

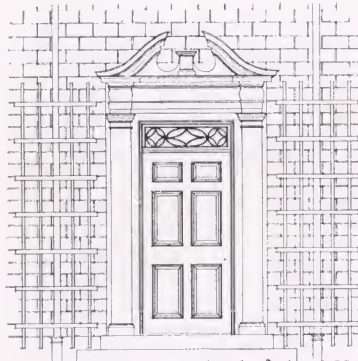


DESIGN SUBMITTED BY L. GREENSTEIN
1334 Prudential Building, Buffalo, N. Y.

THE NATCO TEX-TILE HOUSE



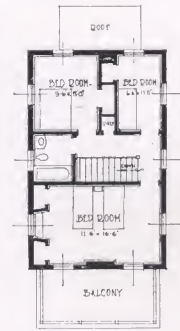
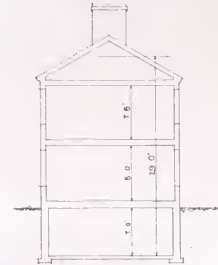
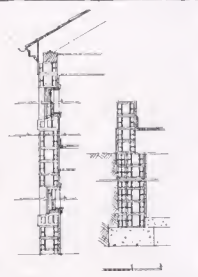
FIRST FLOOR PLAN



CUBAGE

WIDTH 20'0" LENGTH 32'0"
29'0" FROM BASEMENT FLOOR
TO AVERAGE HEIGHT OF ROOF

MAIN PART	20'0" x 30'0" x 26'	18560 CV FT
PANTRY WING	5'5" x 10' x 13'5"	743 "
PORCH	8'5" x 18' x 14'	535 "
TOTAL CUBAGE -		19,838 CV FT



SECOND FLOOR PLAN

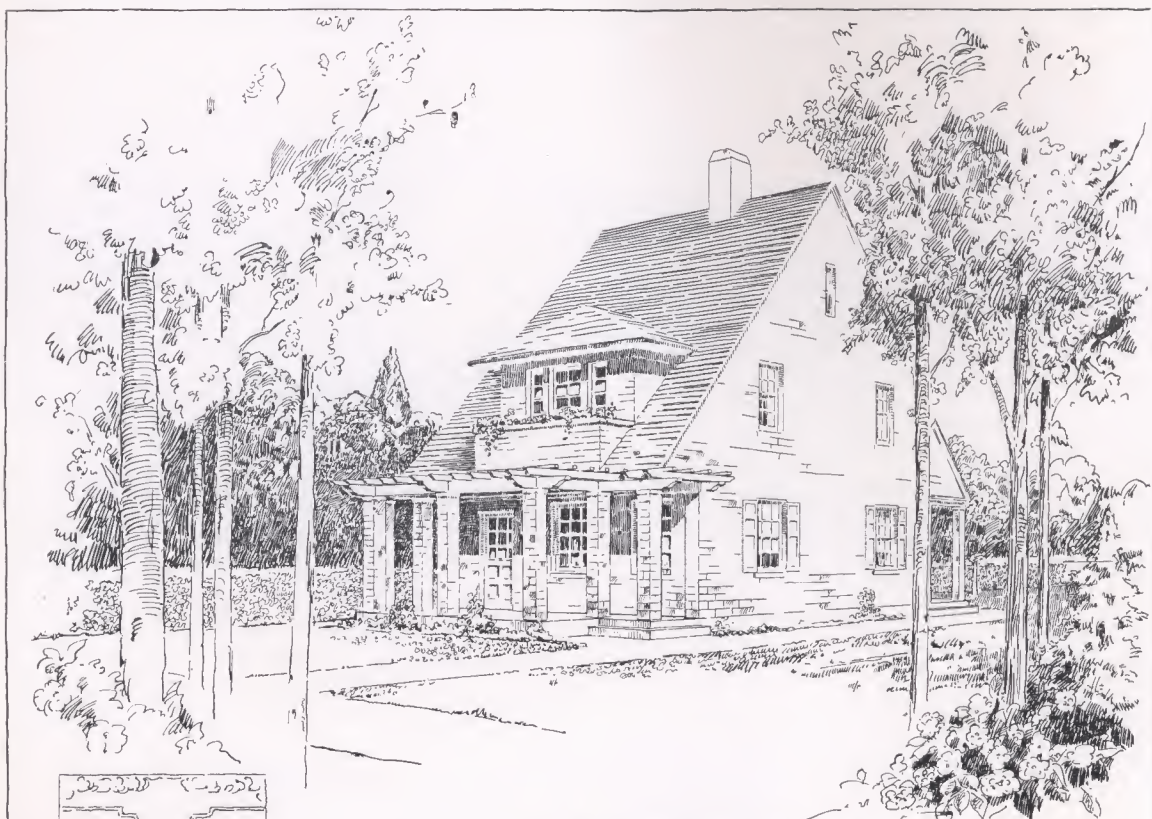


DESIGN FOR A ONE FAMILY HOUSE
TO BE BUILT OF NATCO TEX-TILE

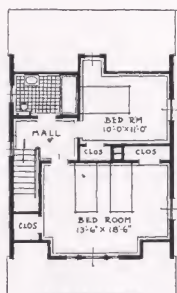
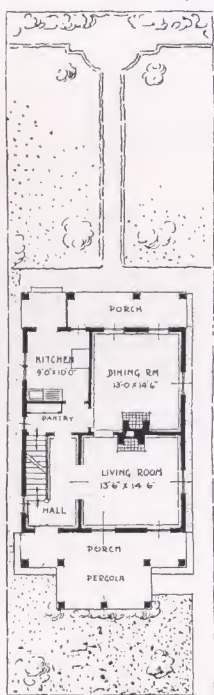


DESIGN SUBMITTED BY CLARK J. LAWRENCE
101 Park Avenue, New York, N. Y.

THE NATCO TEX-TILE HOUSE

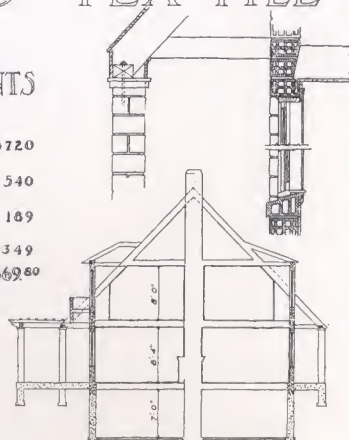


DESIGN FOR A ONE FAMILY HOUSE TO BE BUILT OF NATCO TEX-TILE



CUBIC CONTENTS & ESTIMATE

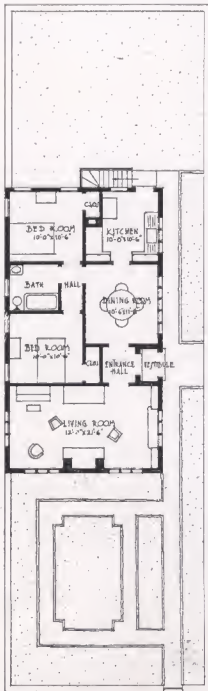
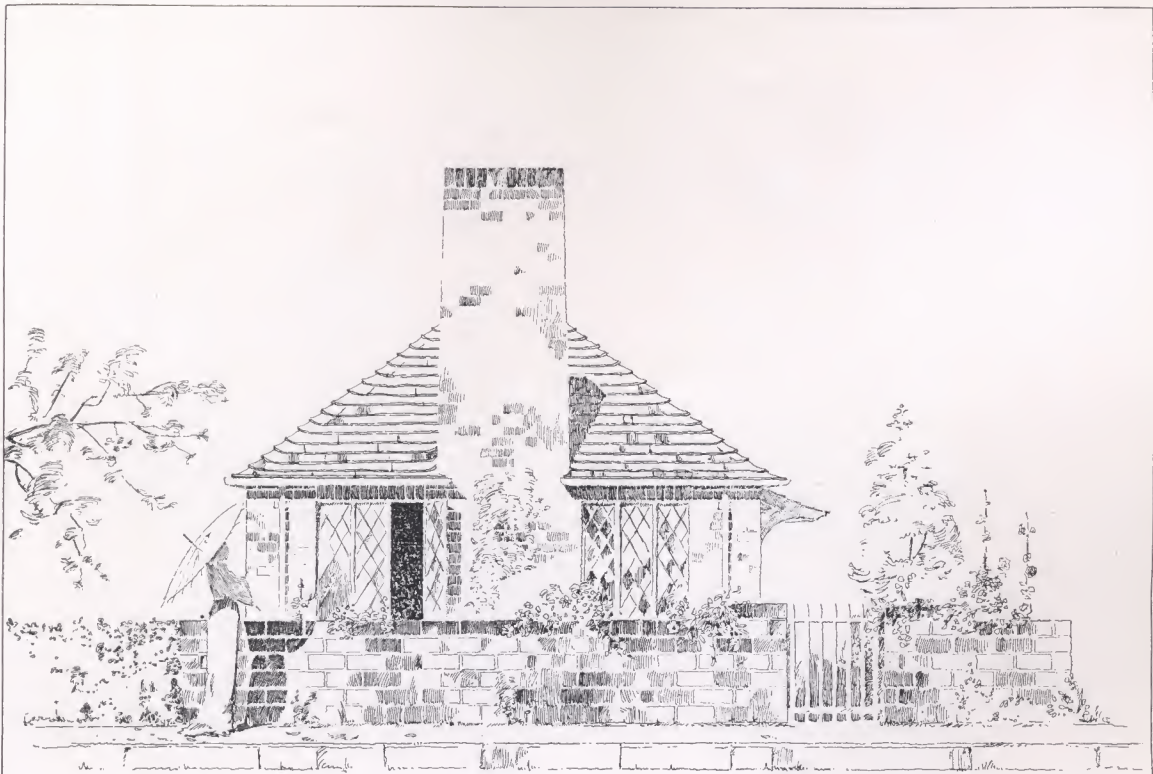
HOUSE	24'x30'x26'	16720
AVERAGE HEIGHT		
PORCHES	5'x24'x9'	540
TWO AT 1/4 CUBAGE		
PERGOLA	6'x14'x9'	169
1/4 CUBAGE		
TOTAL		19349
COST AT 20¢ PER CU FT		\$3869.80



SUBMITTED BY
BOGARDUS

DESIGN SUBMITTED BY A. R. RUTAN
277 Broadway, Paterson, N. J.

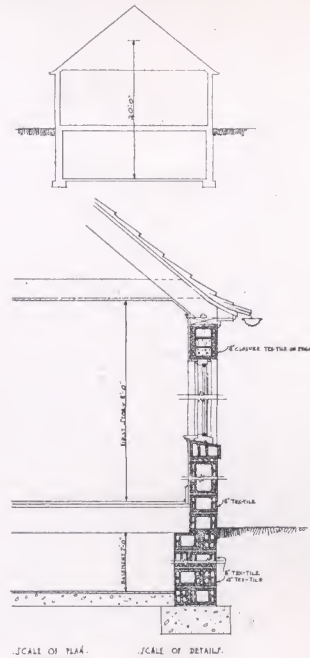
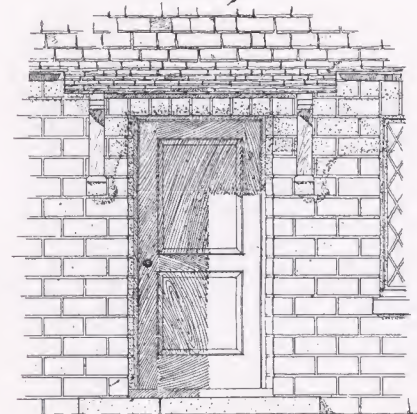
THE NATCO TEX-TILE HOUSE



CUBAGE

WIDTH OF HOUSE IS 23'-0"
 LENGTH OF HOUSE IS 41'-6"
 DISTANCE FROM BASEMENT FLOOR TO THE
 AVERAGE HEIGHT OF ROOF IS 20'-0"
 $23'0" \times 41'6" \times 20'0" = 19,090$ CUBIC FEET.
 19,090 CU. FT. AT 20¢ PER CU. FT. = \$3,818.00

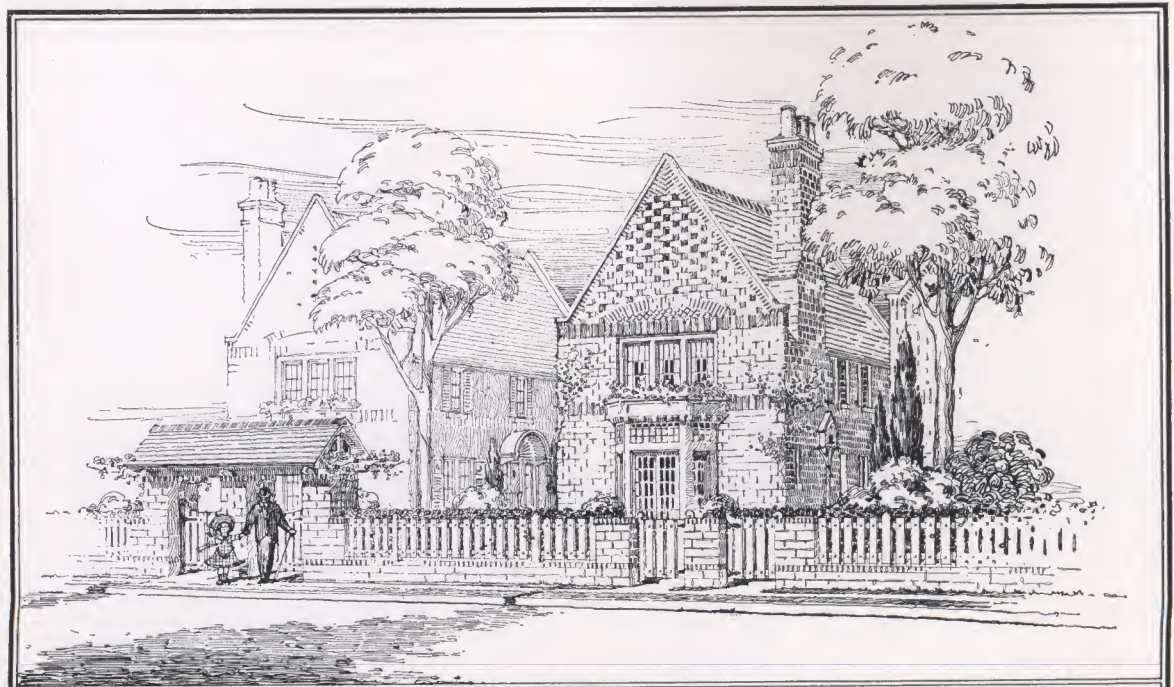
SUBMITTED BY



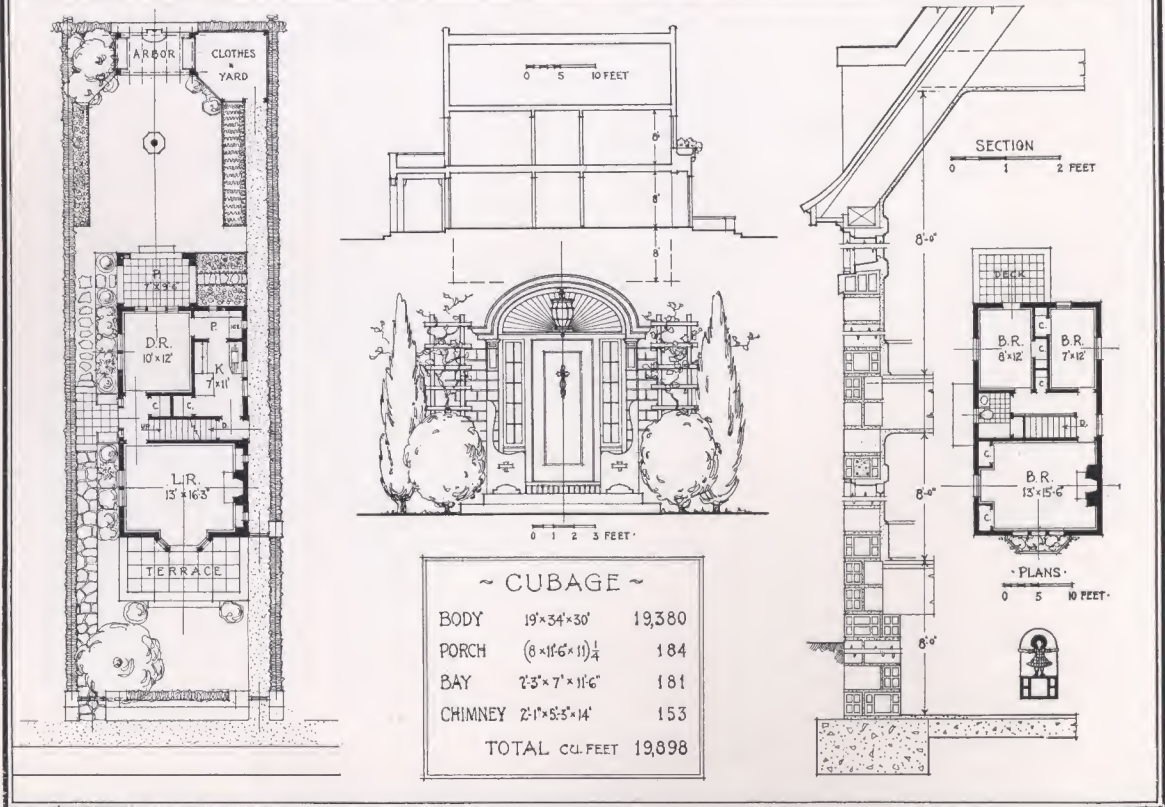
DESIGN for a ONE FAMILY HOUSE to be BUILT of NATCO TEX-TILE.

DESIGN SUBMITTED BY ALFRED NIBECKER
 1435 Valencia Street, Los Angeles, Cal.

THE NATCO TEX-TILE HOUSE



· DESIGN · FOR · A · ONE · FAMILY · HOUSE · TO · BE · BUILT · OF · NATCO · TEX-TILE ·



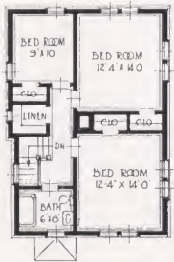
DESIGN SUBMITTED BY J. A. TOMPKINS AND HARRY BRODSKY
20 West 43rd Street, New York, N. Y.

THE NATCO TEX-TILE HOUSE



CUBAGE

LENGTH OF HOUSE 32'-0"
 WIDTH " " 22'-6"
 HEIGHT AVERAGE 28'-0"
 NOT EXCAVATED UNDER
 KITCHEN and PANTRY
 FIGURED AT 20 CENTS
 TOTAL CUBAGE 19,795
 TOTAL COST \$ 3,959.00

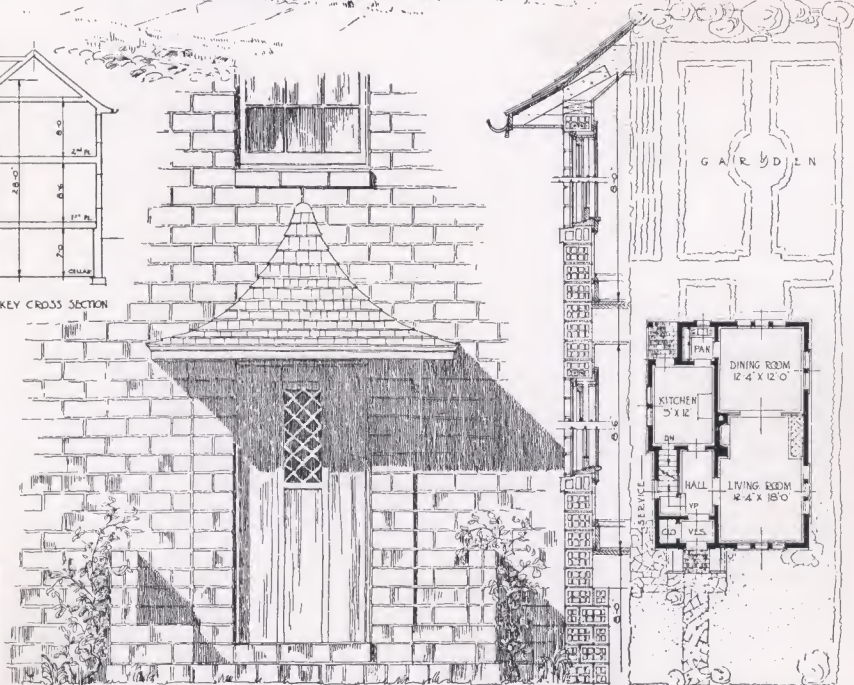


SECOND FLOOR PLAN

SCALE OF PLANS
 SCALE OF DETAILS



KEY CROSS SECTION



• SUBMITTED BY •

DESIGN FOR A ONE-FAMILY HOUSE
 TO BE BUILT OF NATCO TEX-TILE

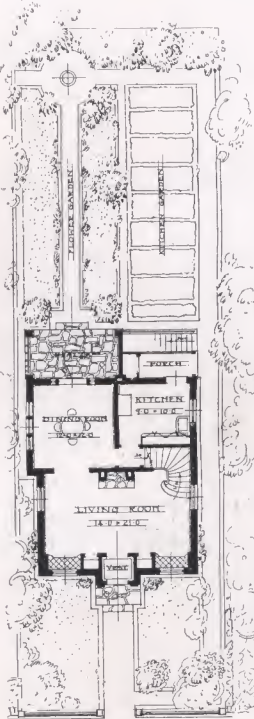


DESIGN SUBMITTED BY RICHARD S. PALLESEN
 67 Hunt Street, Corona, L. I., N. Y.

THE NATCO TEX-TILE HOUSE



DESIGN FOR A ONE FAMILY HOUSE
TO BE BUILT OF NATCO TEX-TILE



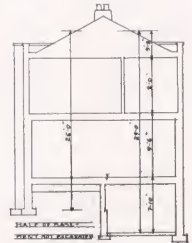
FIRST FLOOR PLAN

SCALE FOR PLANS

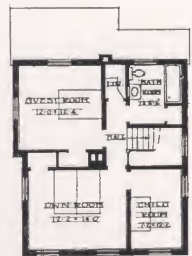
SCALE FOR DETAILS



VDMI TTED



KEY CROSS SECTION

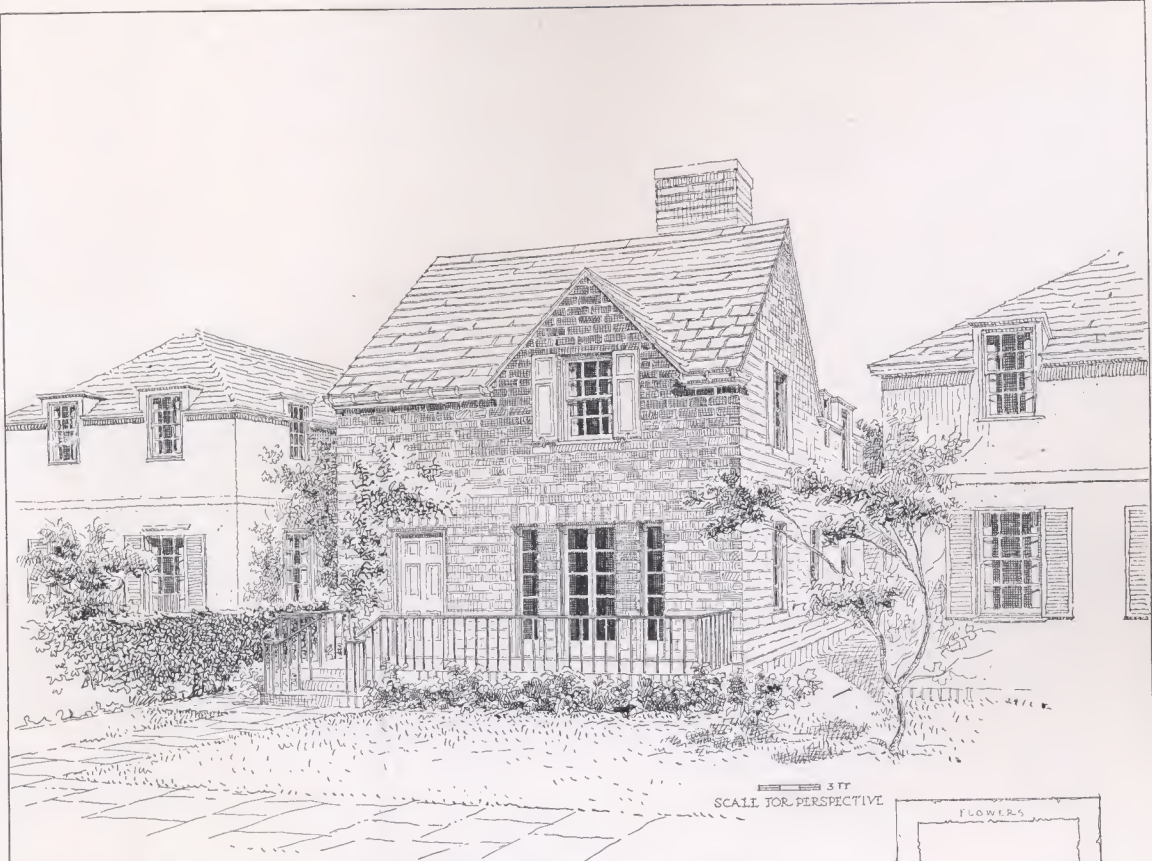


CUBAGE

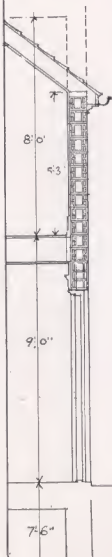
FLOOR AREA 2543.5 F.
25' x 14' = 676.5 x 3.75 =
AGE HEIGHT OF 2542.9 =
13,604 CU. FT.
PORCHES AT 1/2 = 320.0 FT.
TOTAL CUBAGE = 13,924
AT 20' PER = 375,600

DESIGN SUBMITTED BY EARL FREDERICK BANKES
212 North 6th Street, Reading, Pa.

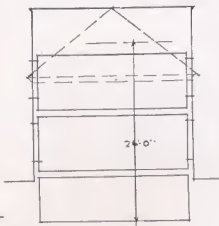
THE NATCO TEX-TILE HOUSE



DESIGN FOR A ONE FAMILY HOUSE TO BE
BUILT OF NATCO TEXTILE



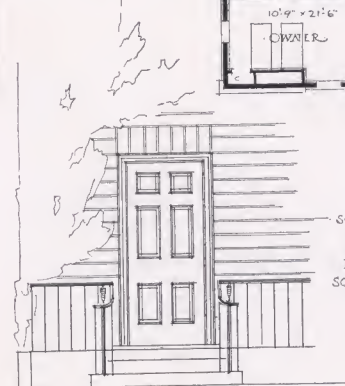
CVBAGE	
MAIN PART	23 x 32 x 26 = 19 136
TERRACE	6 x 22 x 5 = 2 330
KITCHEN PORCH	4 x 6 x 12 = 4 72
DORMERS (3)	@ 24 cv ft 72
FRONT GABLE & CHIMNEY	250
TOTAL CV FT	19 860
COST @ \$20 CV FT	= \$3,972 00



SUBMITTED BY

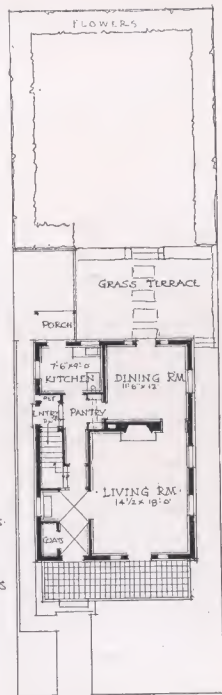


SECOND FLOOR



ENTRANCE

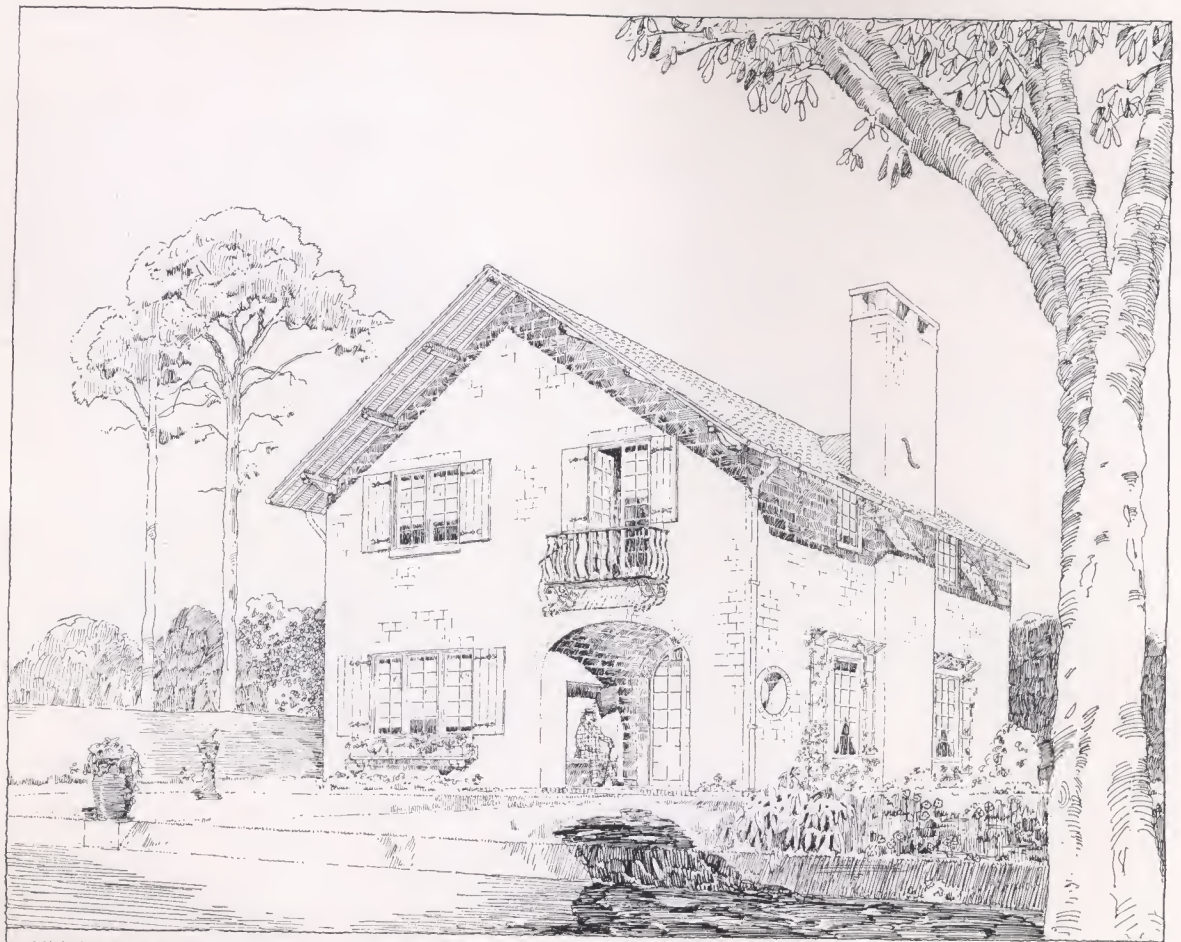
3 FT
SCALE FOR DETAILS



PLOT PLAN

DESIGN SUBMITTED BY OLAF WILLIAM SHELGRÉN
49 Johnson Park, The Lyndhaven, Buffalo, N. Y.

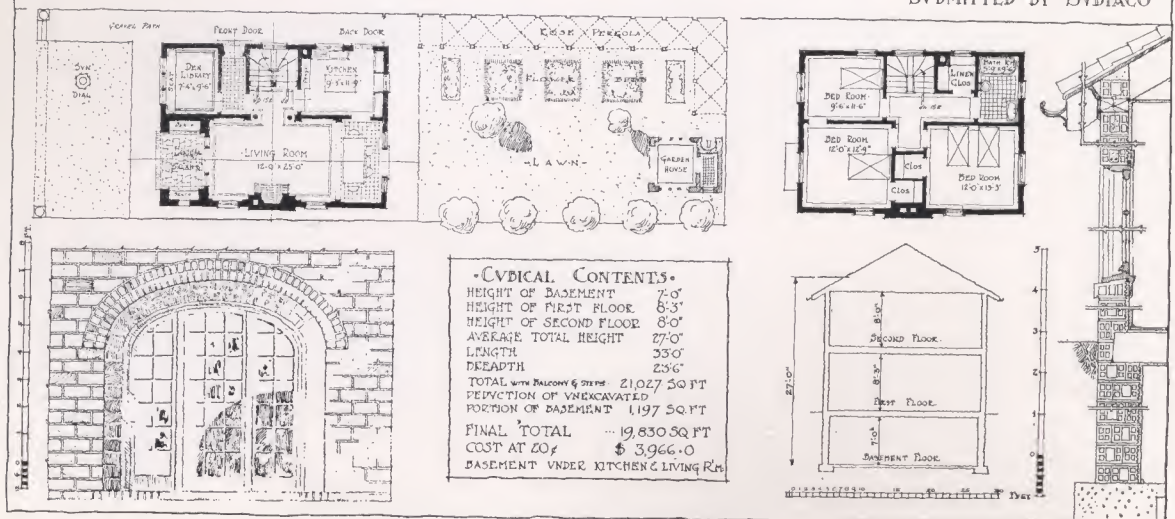
THE NATCO TEX-TILE HOUSE



DESIGN FOR A

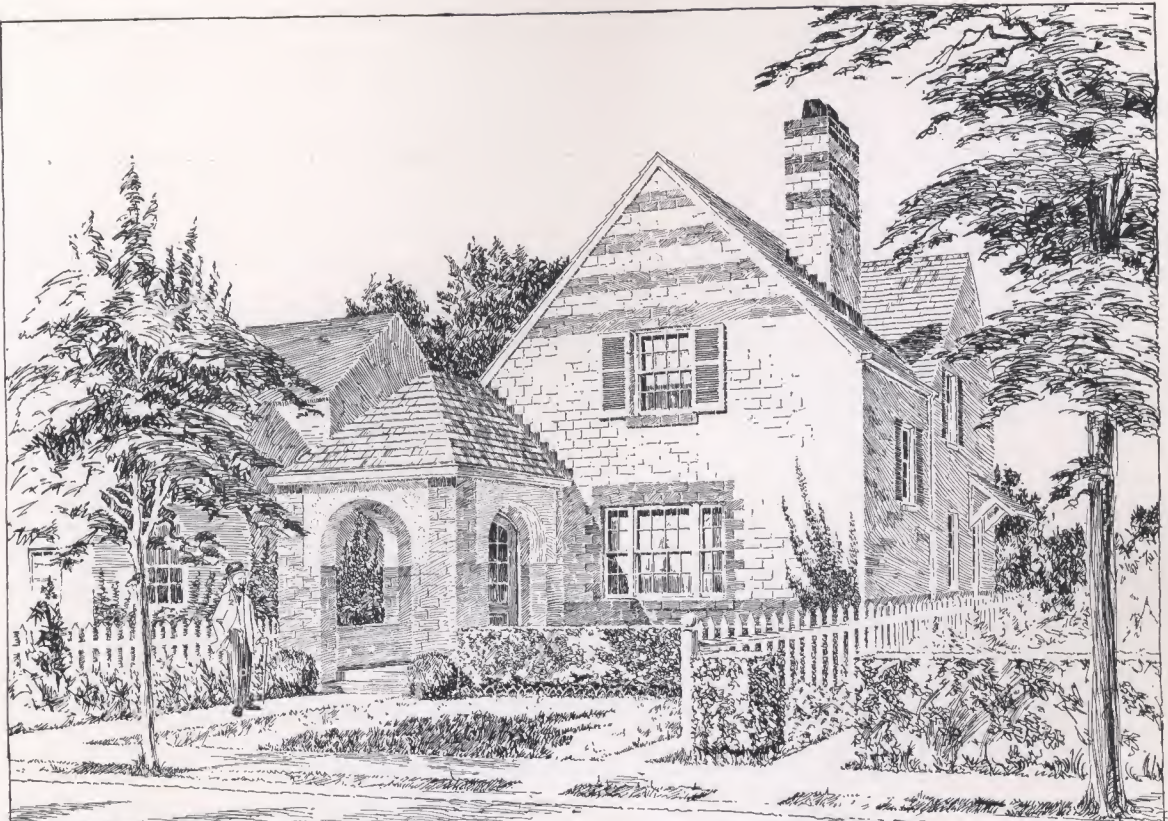
ONE FAMILY HOUSE TO BE BUILT OF NATCO TEXTILE

SUBMITTED BY "SYDIACO"

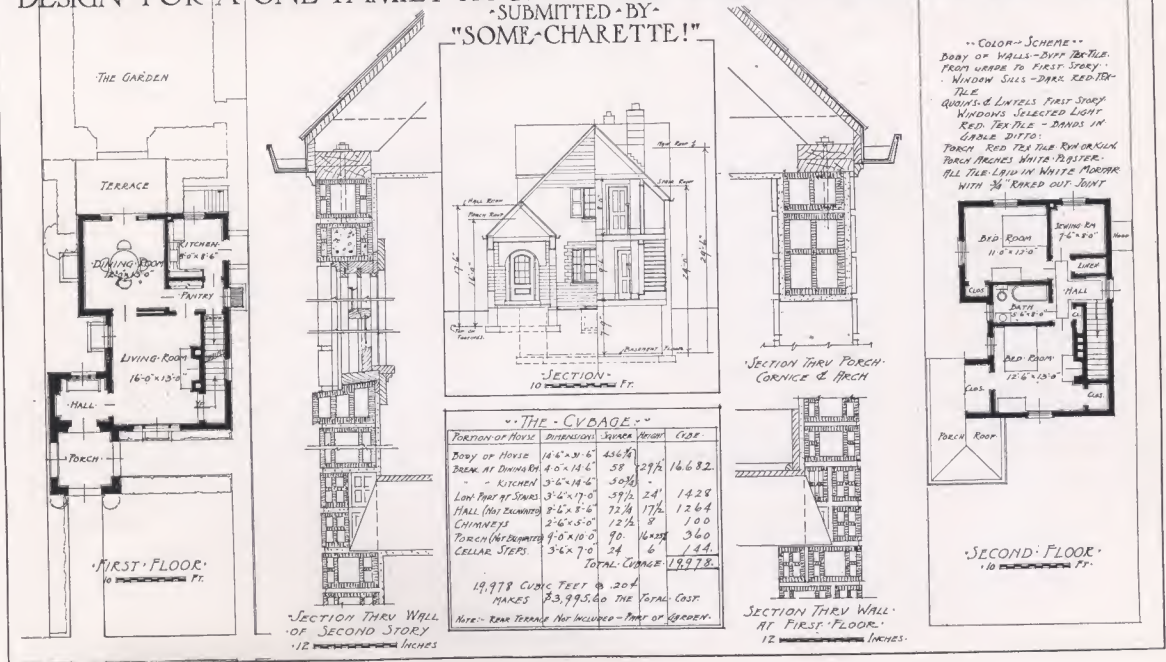


DESIGN SUBMITTED BY HOWARD MORLEY ROBERTSON
340 West 86th Street, New York, N. Y.

THE NATCO TEX-TILE HOUSE

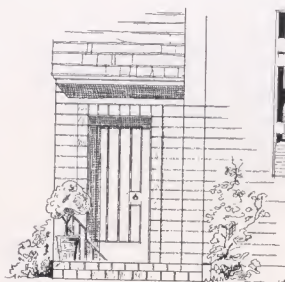
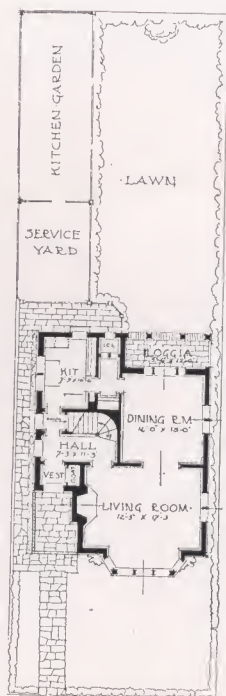


DESIGN FOR A ONE-FAMILY HOUSE TO BE BUILT OF NATCO TEX-TILE.
SUBMITTED BY
"SOME-CHARETTE!"



DESIGN SUBMITTED BY ERNEST WILSON BOYER
701 Ferguson Building, Pittsburgh, Pa.

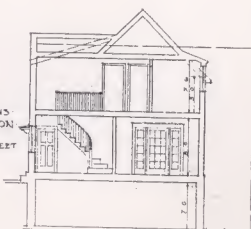
THE NATCO TEX-TILE HOUSE



DESIGN FOR A
ONE FAMILY HOUSE
TO BE BUILT OF
NATCO TEX-TILE



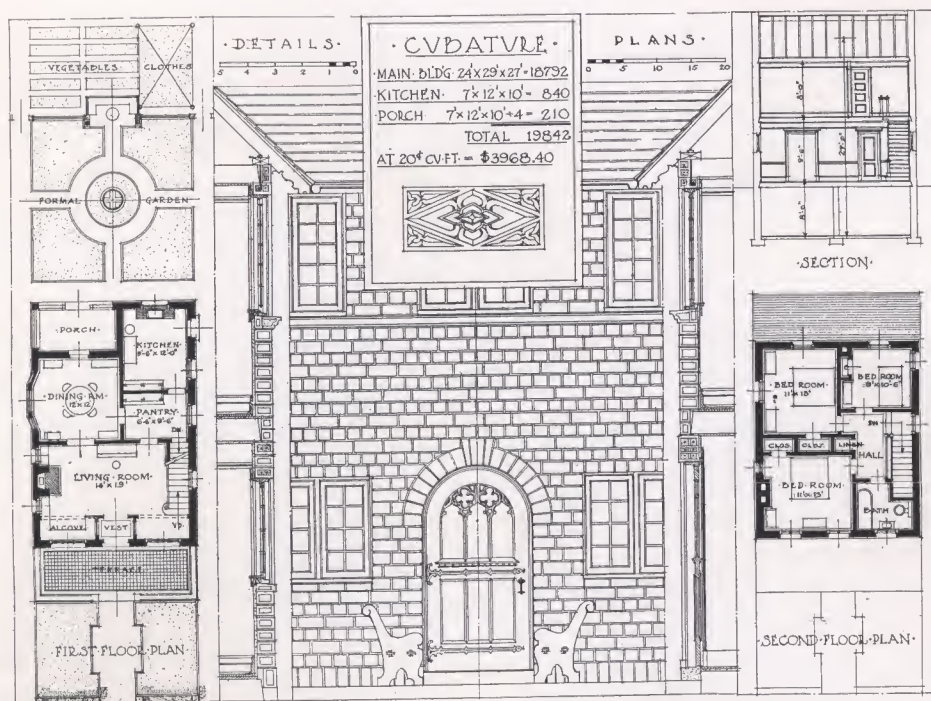
SCALE OF PLANS
& CROSS SECTION
ONE INCH = EIGHT FEET



CUBAGE	
MAIN PART 263'x107'x12.5' =	16,149.25
ENT WING 235'x55'x2.5' =	2,972.75
DOORWAY 3'x4'x4'2" =	96.00
CHIMNEY =	82.00
PORCH 12'x14'x3' =	504.00
TERRACE 375'x9'x4' =	51.75
TOTAL 19,855.75 CU. FT.	
SUBMITTED BY "ACCIDENT"	

DESIGN SUBMITTED BY JOHN G. PERCY, JR.
1334 Prudential Building, Buffalo, N. Y.

A detailed black and white pen and ink sketch of a two-story house. The house features a gabled roof with a large chimney on the left side. The upper story has a row of windows with decorative mullions. The lower story has a central arched doorway and two windows on either side. The house is surrounded by trees and a low hedge in the foreground. The drawing is signed 'P. 181' in the bottom right corner.

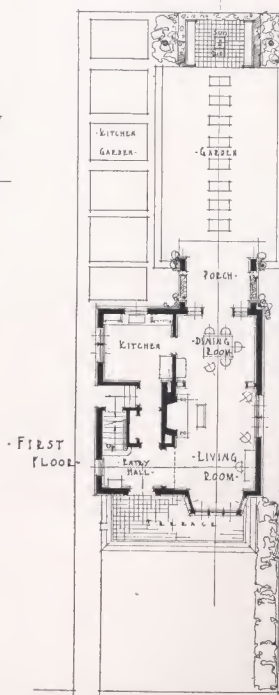
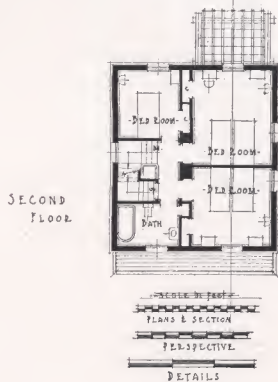
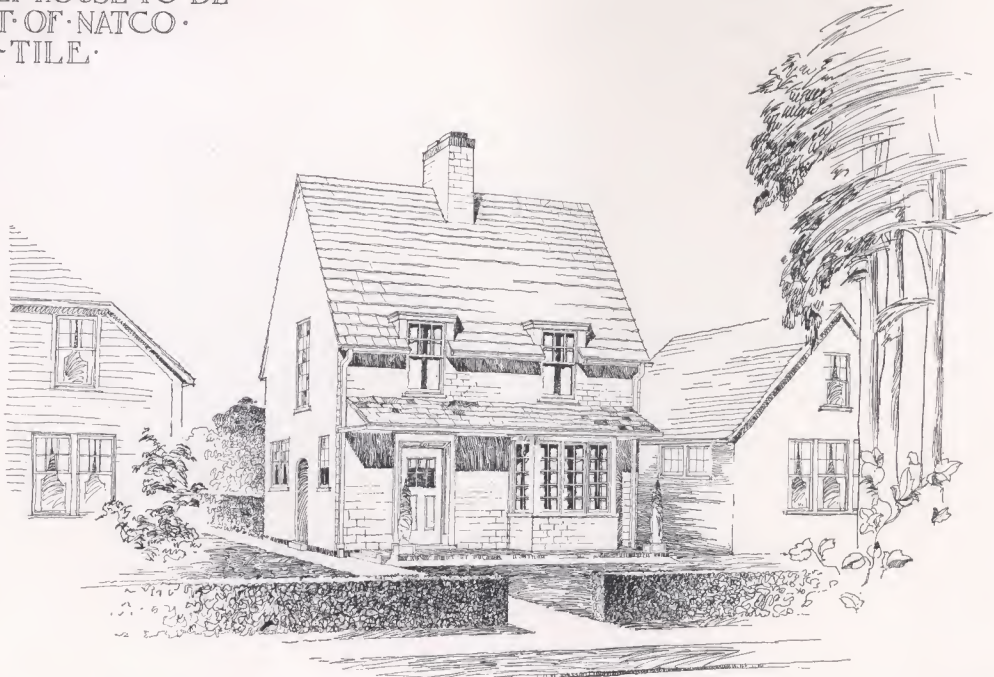


DESIGN FOR A ONE FAMILY HOUSE
TO BE BUILT OF NATCO TEX-TILE

45

THE NATCO TEX-TILE HOUSE

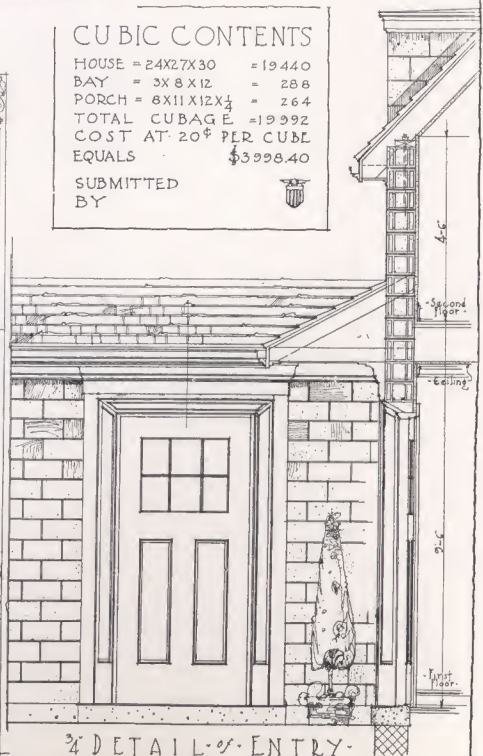
DESIGN FOR A ONE ·
FAMILY HOUSE TO BE ·
BUILT OF NATCO ·
TEX-TILE ·



CUBIC CONTENTS

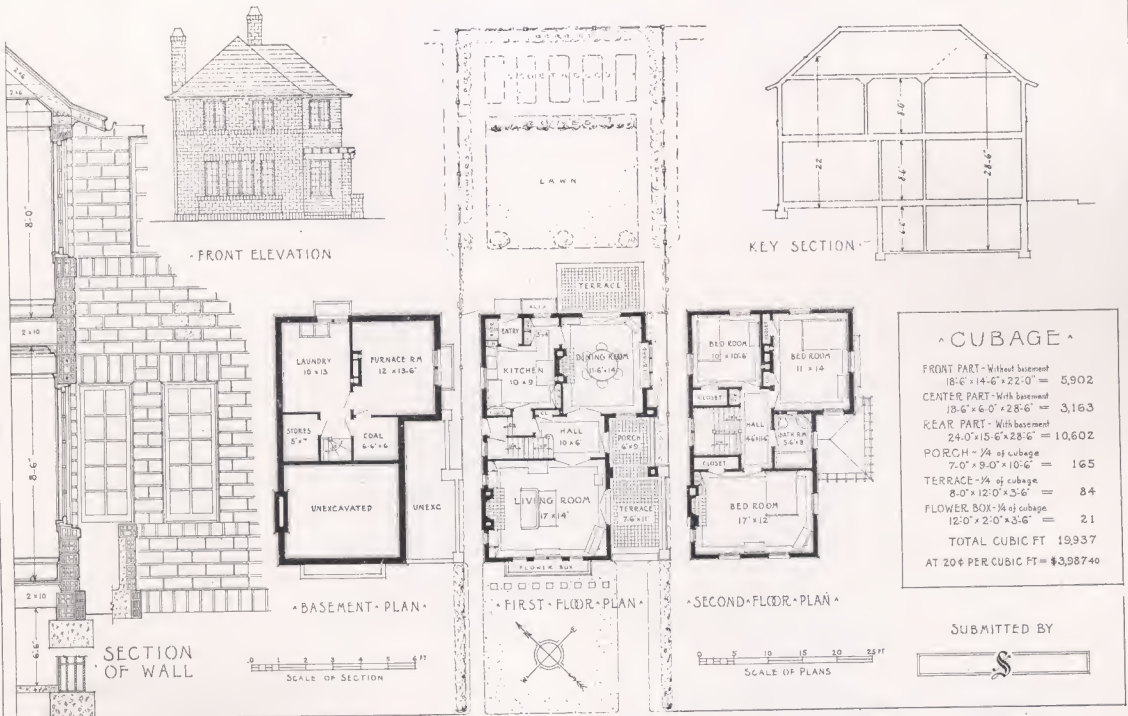
HOUSE = 24X27X30 = 19440
BAY = 3X8X12 = 288
PORCH = 8X11X12X½ = 264
TOTAL CUBAGE = 19992
COST AT 20¢ PER CUBE
EQUALS \$3998.40

SUBMITTED
BY



DESIGN SUBMITTED BY R. N. HAZELWOOD AND H. W. PEEBLES
1408 Whitney Building, Detroit, Mich.

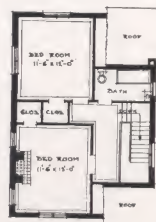
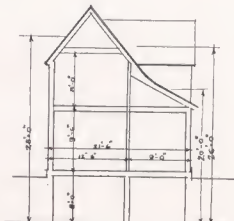
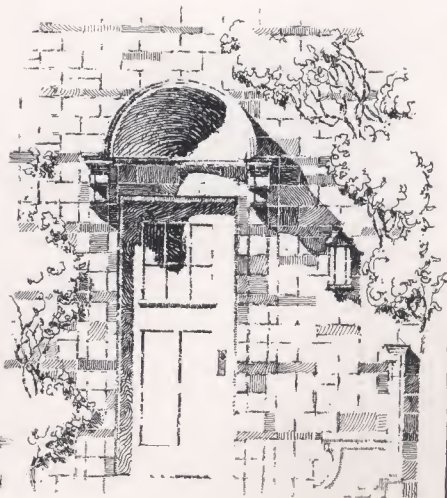
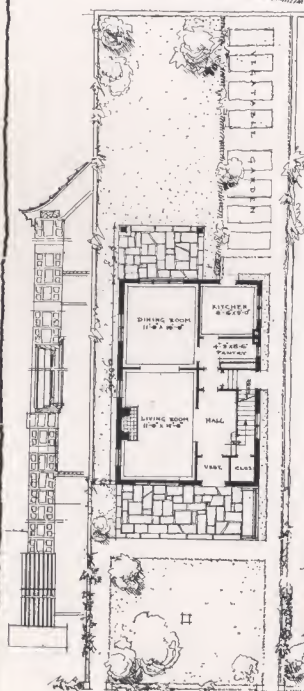
THE NATCO TEX-TILE HOUSE



DESIGN FOR A ONE FAMILY HOUSE TO BE BUILT OF NATCO TEXTILE

DESIGN SUBMITTED BY F. SODERBERG
276 Perkins Street, Oakland, Cal.

THE NATCO TEX-TILE HOUSE



CUBAGE

CENTER PORTION OF THE
HOUSE—12'6"X32'0"X12'-11200
SIDE GABLE OVER STAIR
HALL—9'X15'X26' = 4212
VESTIBULE AND KITCHEN
PORTION—9'X14'6"X24' = 3132
PORCH AT ONE QUARTER
TOTAL—3'X12'X14' = 336
TOTAL 18880 cu. ft.

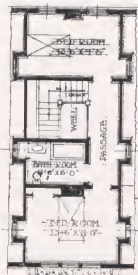
DESIGN FOR A ONE FAMILY HOUSE TO BE BUILT OF NATCO TEX-TILE

DESIGN SUBMITTED BY WILLIAM GEHRON
548 Riverside Drive, New York, N. Y.

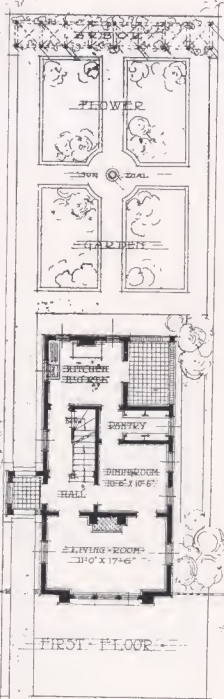
THE NATCO TEX-TILE HOUSE



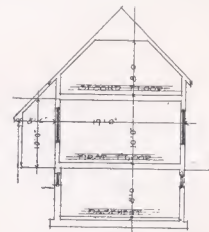
THE CUBAGE
MAIN PART
36'0" X 14'0" X 26'0" = 18,712
ENTRANCE PORCH
5'0" X 7'0" X 10'0" = 350
TOTAL 19,122
SUBMITTED BY



SECOND FLOOR



FIRST FLOOR



SECTION

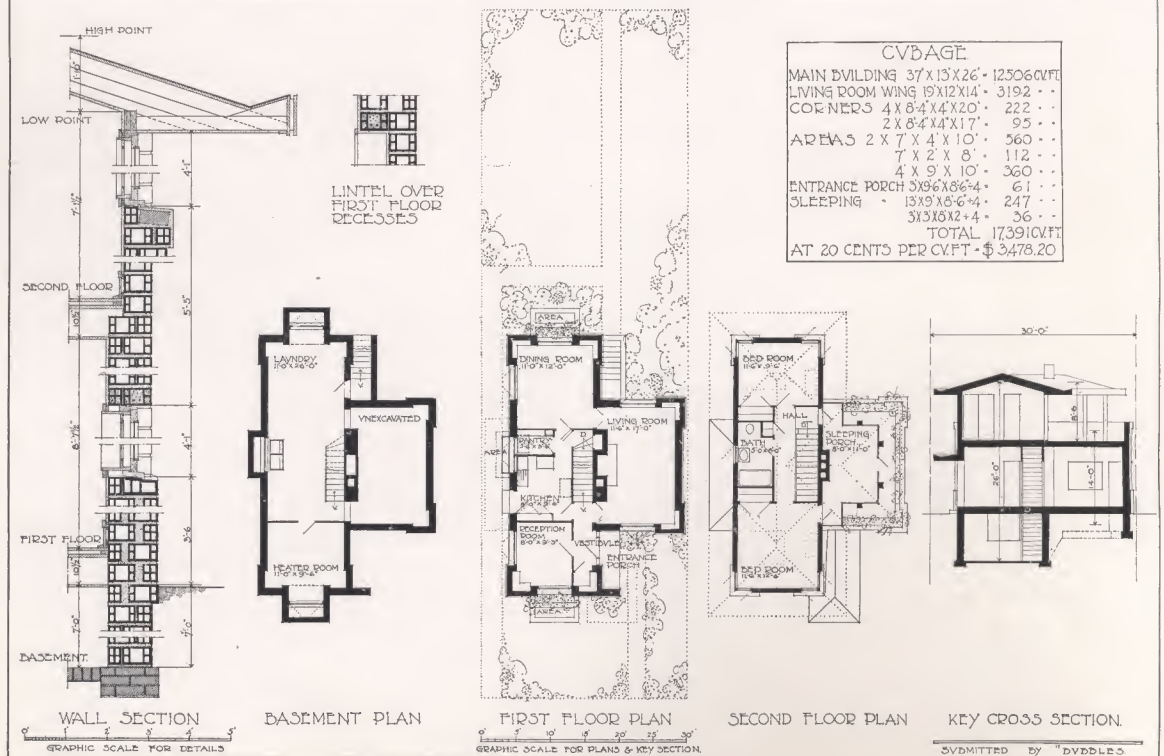


DESIGN FOR A ONE FAMILY HOUSE
TO BE BUILT OF NATCO TEX-TILE

DESIGN SUBMITTED BY FREDERICK J. FEIRER
117 Overpeck Avenue, Ridgefield Park, N. J.

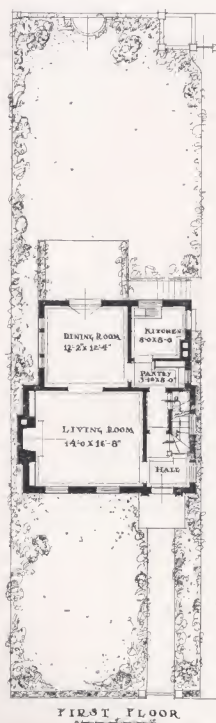
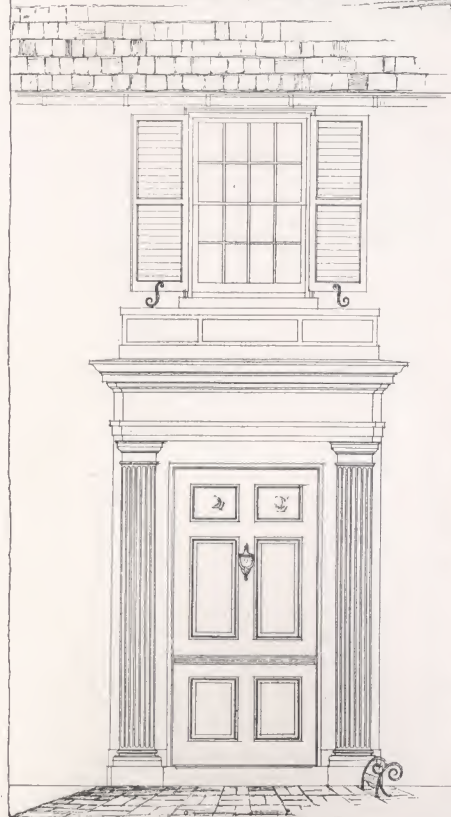
THE NATCO TEX-TILE HOUSE

DESIGN FOR A ONE FAMILY HOUSE
TO BE BUILT OF NATCO TEX-TILE

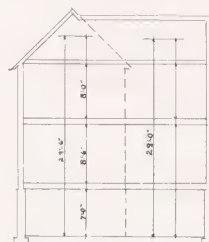


DESIGN SUBMITTED BY GEORGE E. ELGH
395 Collins Street, Melbourne, Victoria, Australia

THE NATCO TEX-TILE HOUSE



FIRST FLOOR

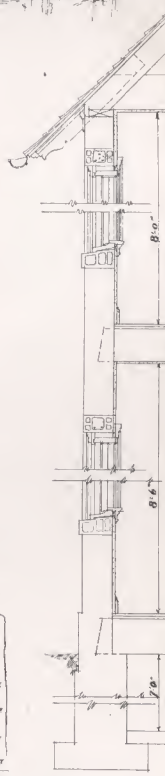


SECTION



SECOND FLOOR

-CVBAGE-	
MAIN PORTION	15'4" x 23'0" x 22'6" ~ 1156.4 cu ft
REAR PORTION	12'8" x 22'6" x 22'0" ~ 609.1 cu ft
FRONT TERRACE	5'0" x 7'0" x 3'6" ~ 31.6 cu ft
REAR TERRACE	9'0" x 13'0" x 3'6" ~ 103.6 cu ft
MISCELLANEOUS	2.14 cu ft
TOTAL	2000.7 cu ft
COST AT 20¢ PER CVBIC FOOT \$4,000.00	



SECTION

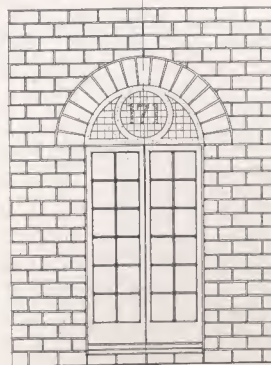
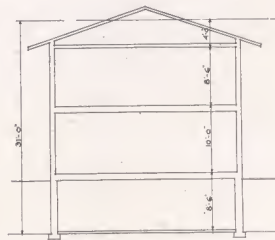
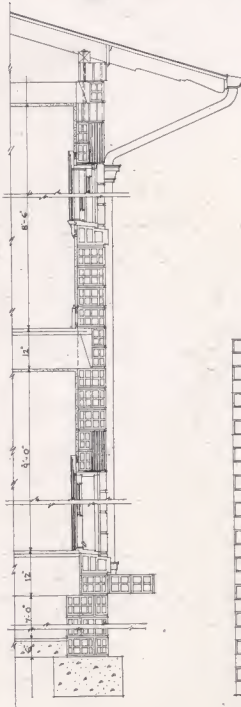
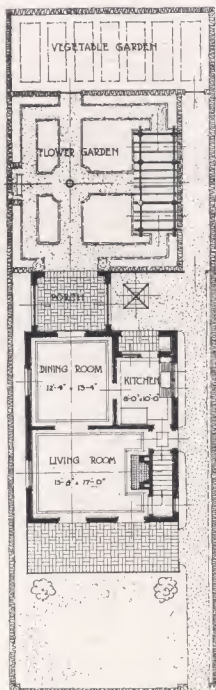
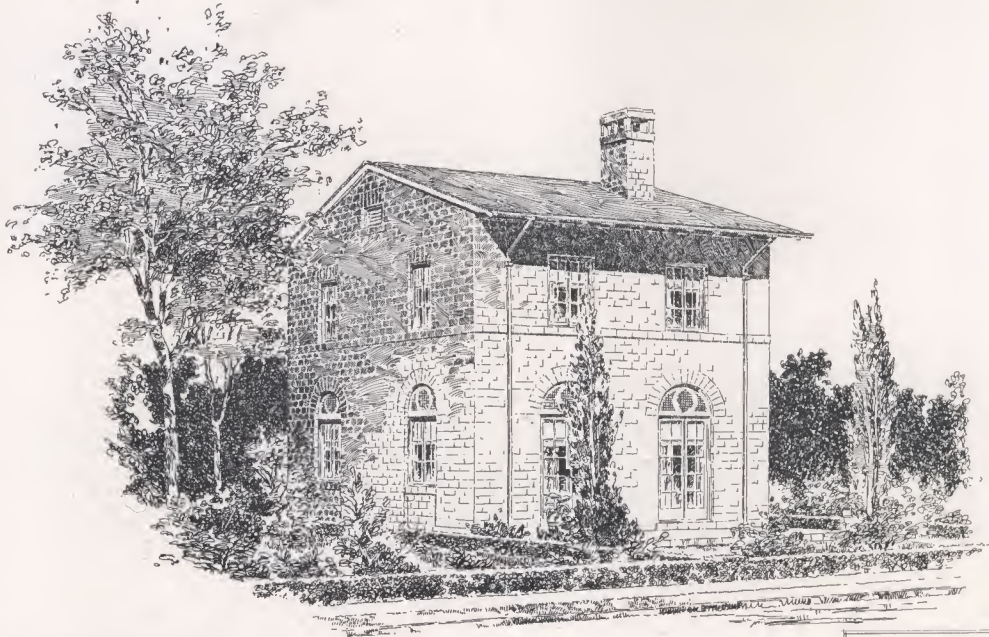
SVB-
MITTED
ON

DESIGN FOR A ONE FAMILY HOVSE
TO BE
BVILT OF NATCO TEX-TILE

JVNE
20th
1916
BY LOMAX

DESIGN SUBMITTED BY M. BOULICAULT
1504 Wright Building, St. Louis, Mo.

THE NATCO TEX-TILE HOUSE



THE
CVBAGE.

HOUSE 22.28.31 = 19046 CV.FT.
PORCH 12.12.9.4 = 324 CV.FT.
TOTAL 19420 CV.FT.
COST AT 20 CENTS PER CV.FT. \$3884

SUBMITTED
BY

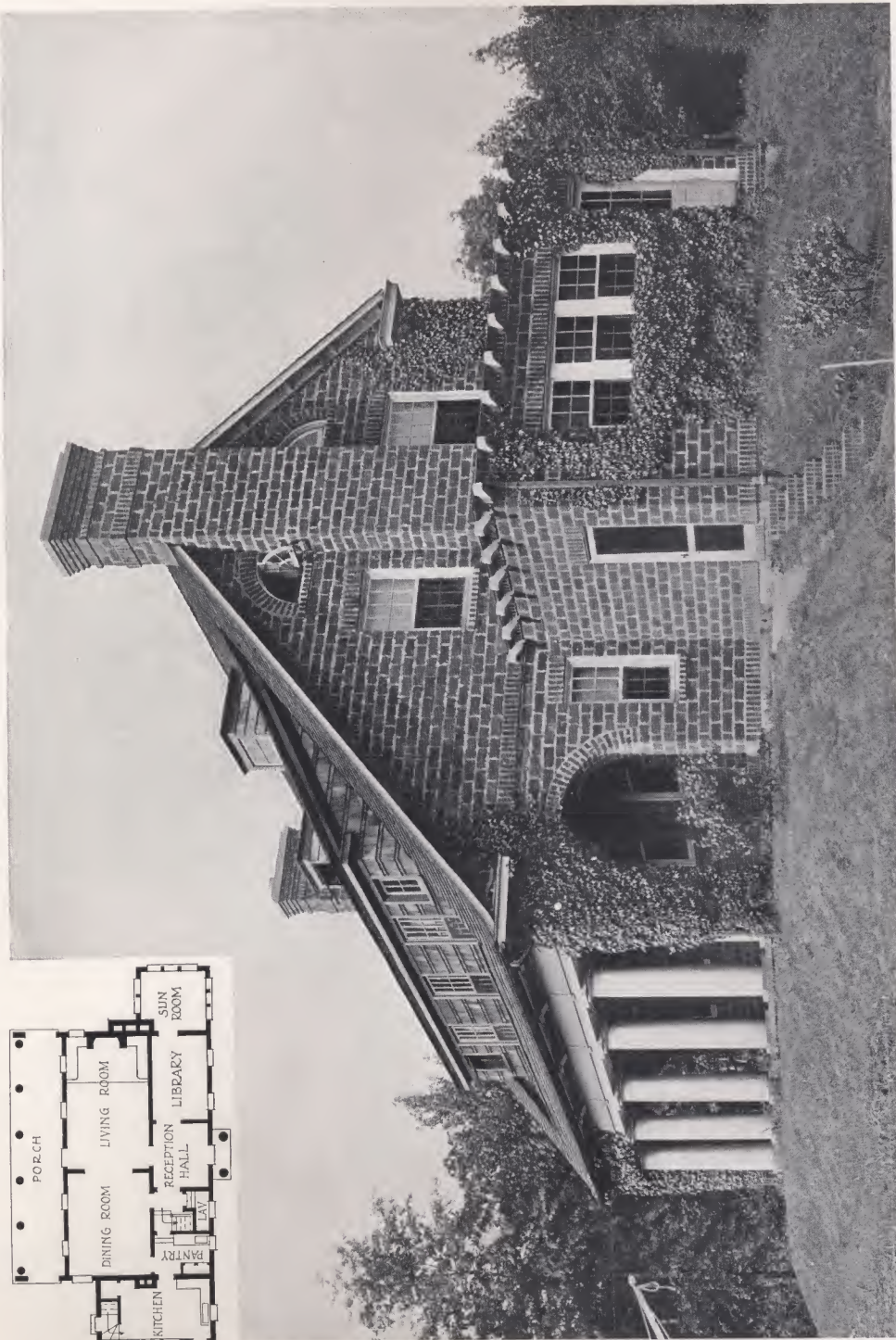
SECOND FLOOR

SCALE OF PLANS
SCALE OF SECTION
SCALE OF DETAIL

DESIGN FOR A ONE FAMILY HOUSE TO BE BUILT OF NATCO TEX-TILE.

DESIGN SUBMITTED BY FLOYD K. HARPER
515 Phelps Building, Binghamton, N. Y.

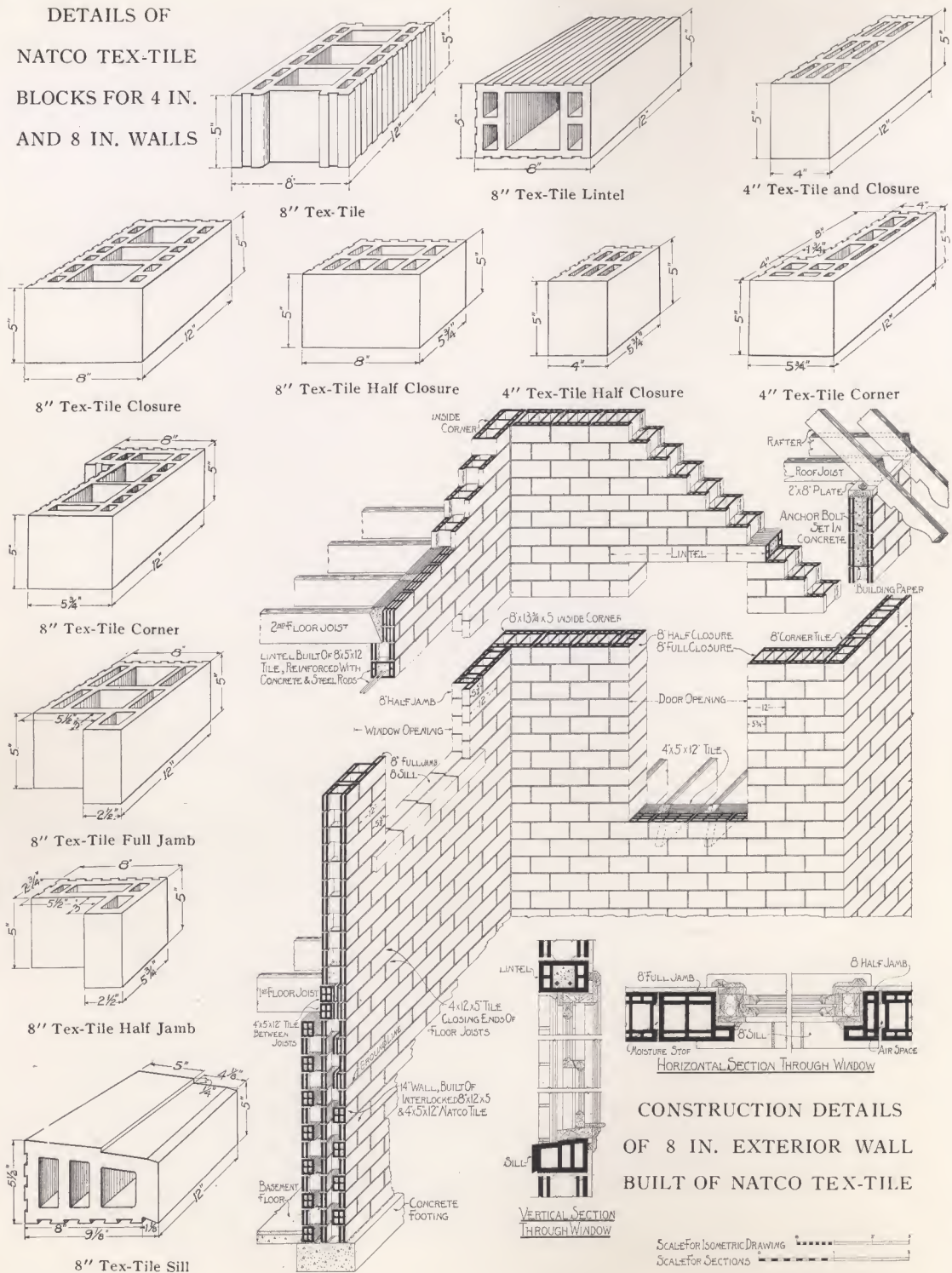
THE NATCO TEX-TILE HOUSE



NATCO TEX-TILE HOUSE FOR LEWIS SQUIRES AT NETHERWOOD, N. J.
FREDERICK SQUIRES, ARCHITECT

THE NATCO TEX-TILE HOUSE

DETAILS OF NATCO TEX-TILE BLOCKS FOR 4 IN. AND 8 IN. WALLS



NATCO TEX-TILE — A DESCRIPTION OF THE MATERIAL AND METHODS EMPLOYED IN CONSTRUCTION

THE notable advance which has taken place in the character of American domestic architecture goes back but a comparatively small number of years to its beginning. Serious progress was started when architects came to appreciate that harmonious tasteful houses were not so much a matter of formal architectural style as they were an honest, distinctive, and agreeable use of the materials of their construction. The fundamental principle upon which the present artistic quality of American homes has been realized was a regard for proportion, simple forms, and interesting and varied texture in the exterior walls and roofs. Brick was the first building-material to be effected through this new conception of architectural fitness. Formerly, the more nearly a brick wall approached the appearance of the painted brick chimneys we associate with Christmas the more perfect was it considered. It was built up of exactly similar units, cut so that their edges were as true as a steel gauge, and laid up with exceedingly narrow mortar joints, producing a uniformly flat surface without so much as a suggestion of redeeming variation in color or texture. While American architecture was emerging from the stage of Mansard roofs, turrets, and cupolas, it became apparent to a few progressive architects that a brick wall could become a thing of living beauty if the individual bricks were allowed to vary in color and their surfaces given a roughened texture that would catch the play of light and shade.

One other consideration besides color and texture enters into the selection of a material to make a pleasing wall, and that is scale. Scale is a convenient term used to express the relation in size between a unit of construction and the whole composition. Thus a building is large or small scaled as the parts which compose it are large or small in comparison with the entire mass. Scale is an important element in securing architectural effect, and one of special importance in the design of small houses.

It has remained for a new building-material to combine these three important elements,—variety of color, texture, and scale,—which, from the standpoint of architectural design and appearance, are equally necessary in a fully developed building-material. This product is Natco Tex-Tile, and while it is a new material it is not new in an experimental sense. It is a combination of two materials which have been in use for a long time, and in principle it is as its name implies, the same as Natco Hollow Tile, which has already demonstrated its practical worth through a long term of years. It differs from the latter in having a finished exterior surface so that in the one block are combined both the structural part and the finished exterior facing. This has the varied color and texture of high-quality face brick, with this advantage,—it is in larger units than brick, and in that quality it has filled the architectural need of a material with the beauty of brick but with larger scale.

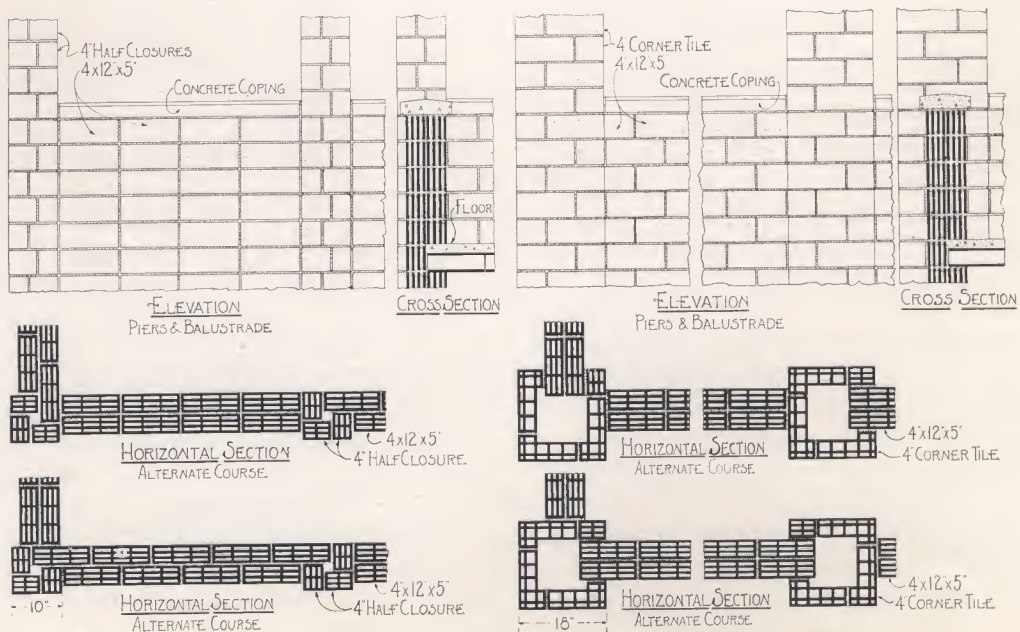
The generally accepted size of the ordinary brick, 8 inches by $2\frac{1}{4}$ inches as it appears in a wall, is not one selected from artistic considerations, but because of mechanical limitations in manufacture. It is not practicable to burn a lump of clay over three inches thick through to the center, for its surface will be destroyed. The method of making the clay cellular has, however, effectually removed this limitation, and the size of the burnable clay unit now is only restricted by its

THE NATCO TEX-TILE HOUSE

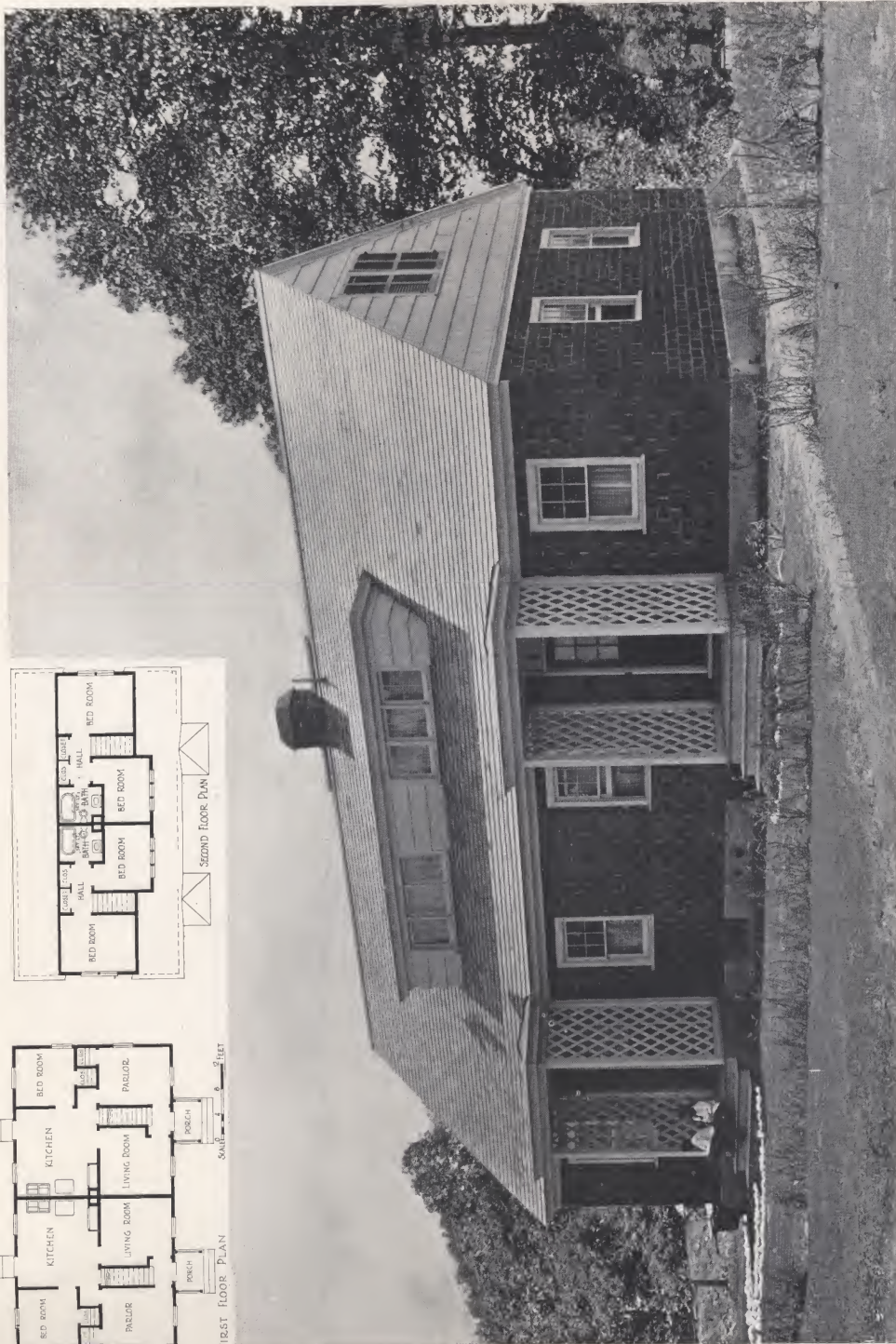
weight, since no part of the tile is over three inches thick. The standard unit of Tex-Tile is twelve inches long by five inches high and eight inches thick. Tiles of this size will lay up a wall heavy enough for buildings of average proportions. From the fact that the hollow air-spaces within the tile provide effective insulation against moisture, heat, and cold, interior plaster may be applied direct to the back, and, because of the finished exterior surface, with every tile laid, a section of completed wall has been put in place. When it is considered that a tile of this size can be handled with one hand, and that it displaces six ordinary sized bricks, the economy of its use is clearly evident. In comparison with solid brick construction its cost is about 30 per cent less.

In designing the elevations of a house it is of importance to place door and window openings such spaces apart as will work out to a certain number of tile units, so that it will not be necessary to cut any blocks. All of the possible uses of the blocks have been anticipated, so that in manufacturing them they have been made in enough other sizes than the standard unit, and in special shapes, to meet any structural requirements, and thereby no limitation is placed upon the designer in using the material. The various bonds adapted to brickwork may be used in laying up the tile wall. The running bond is the simplest and most effective, though the more complicated ones may be used with good effects where the surfaces are large.

Aside from the economical and practical structural qualities of Tex-Tile, its most outstanding feature is the beauty of its finished surface. Its great charm lies in its scale, which gives to the wall an unmistakable structural appearance, and in the color, which ranges from the lighter brown tones through the reds to dark bluish shades, resembling the effect of an old oriental rug, with its mellow blending of soft colors.

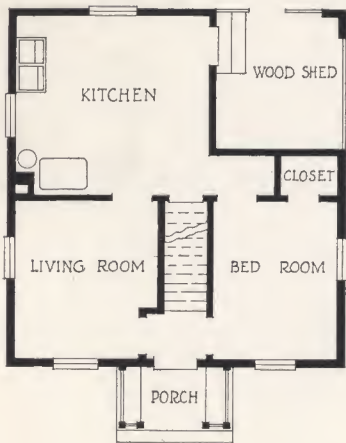


DETAILS OF PORCH CONSTRUCTION FOR NATCO TEX-TILE



A NATCO TEX-TILE TWO-FAMILY HOUSE AT ROME, N. Y.
MANN & MACNEILLE, ARCHITECTS
New York, N. Y.

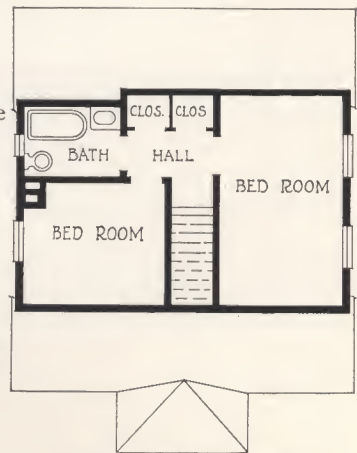
THE NATCO TEX-TILE HOUSE



FIRST FLOOR PLAN

First story walls of NatcoTex-Tile
with roof and gables of wood
frame construction

0 6 12 18 24
SCALE OF FEET
FOR FLOOR PLANS



SECOND FLOOR PLAN

A COTTAGE HOUSE OF NATCO TEX-TILE AT ROME, N. Y.
MANN & MACNEILLE, ARCHITECTS
New York, N. Y.

THE PLAN OF THE SMALL HOUSE

By EDWARD A. PRICE

THE feature of first importance in building a house is the plan. Upon the arrangement of the rooms or plan depend the details of construction, whether economy or extravagance will characterize the building, and last, but most important, the comfort and convenience of the occupants. While this is true of every house, it is doubly true of the small one. With the increased cost of labor and the advance in the prices of building-materials, every square foot of floor area must be made of the most use if the cost is to be kept at a reasonable figure.

As an approximate method of estimating the cost of a house, let us assume that every square foot of the first-floor area must be figured at \$6.00. This is a price arrived at by reducing the cost of several small houses of good construction to an average square-foot basis. There is no absolutely dependable method of roughly estimating cost, because conditions vary so in different buildings that although of similar size and construction no standard unit price can be fixed. The square-foot method, however, provides a good check, and is perhaps as reliable as any other outside of a contractor's actual figures.

It will be seen, therefore, that a house having a floor area of 1,000 square feet will cost about \$6,000, and that this figure will increase or decrease as the area is enlarged or reduced. There are many home-builders, however, whose limit of expenditure must be below this figure and yet whose standards of living are such as to require a well planned and attractively designed home. It is not possible to reduce the area much under 25 per cent of the above figure, and if further reductions are necessary, they must be made in materials, finish, and equipment. With proper study everything essential can be arranged in an area not exceeding 800 square feet, but for the average family this must be considered the limit. It requires the services of an ingenious architect to conceive a house of this size which will be convenient in its arrangement and attractive in its exterior appearance. It is possible, however, not only to arrange the usual rooms in a limited space, but to give them good proportions and pleasing relations with one another, as will be seen from an examination of the plans shown herewith. The rooms must be brought down to the irreducible minimum and advantage taken of every inch.

In developing the plan the factors that should determine its scheme are the site on which the house is to be built, the points of the compass, and the routine of the family. The American family of to-day desires a home in which its daily wants are adequately fulfilled, where there are suitable provisions for entertaining friends and affording privacy to the family group and its individual members. If the house is to be a home in the best sense, it should be so arranged that it will not be like a show-case for the passer-by in the street, or the adjoining neighbors, as is too frequently the case in the average small-house section of American cities and towns. If the lot is one with a narrow frontage in a closely built suburban neighborhood, the living-rooms should be placed with their principal outlook to the front or rear, away from adjoining houses.

The points of the compass are of importance in arranging a house to give it the utmost of livable qualities. The kitchen, pantry, and hall should generally be placed at the north side, as this receives little sun, and these are the rooms requiring the least sun. The north is also the coolest side in summer, which is an

THE NATCO TEX-TILE HOUSE

important consideration for the rooms in which supplies are kept and where the most work of the household is done.

The dining-room should have an eastern exposure. This will give it sunshine the year around at breakfast time, when its cheering quality will be appreciated and its rays not too strong to be enjoyed with comfort. This location will also allow the room to be cool for the evening meal in summer.

The living-room will generally be found most pleasant if it is placed so that it receives the afternoon sun. It should have preferably a south or west exposure.

The porch is best placed on the south side, which will make it comfortable on mild days in winter and through the spring and fall, and will prevent its receiving the hot late afternoon sun in summer.

The next requirement for a livable plan is the relative size of one room to another. It is generally agreed that in every house there should be one room in which the whole family can gather and which will be large enough for different members to carry on various activities without interfering with one another. In the small house this must also be the room where visitors are entertained. It should have an open fire and be lighted with plenty of windows. Its livableness will be increased if the porch opens from it with large glass doors, thereby throwing the two spaces together, making one large apartment for summer use.

The entrance to the house should be away from the porch, so that its use will not be interfered with by persons calling at the front door.

In many small houses the conventional dining-room has been eliminated, the living-room being increased in size so that one end may be used for dining purposes. This is a most practical arrangement, for where space must be conserved it seems an extravagance to have a room so little used as is the average dining-room.

There is little need for a large entrance-hall, the chief requirement being sufficient space where wraps may be taken off and a vestibule arrangement to prevent drafts from reaching the living-room. It is not necessary for the stairs to ascend from the hall, in fact they are vastly more convenient if they can be reached from the living-room, and they may often be made an attractive feature of this room. A clothes closet should be provided near the entrance, and it is generally possible to find some space for it without sacrificing valuable floor area.

With the general use of gas for cooking purposes in most parts of the country the arrangement of kitchens has undergone a radical change in recent years. The larger the old kitchen was, the more comfort the housewife had, because with a constant coal fire a small room would soon become unbearably hot.

The modern kitchen is reduced to the smallest size possible, with the equipment placed at convenient distances apart. For a small family a kitchen 8 feet by 10 feet in area, with a pantry for the storage of supplies and dishes, is ample. This provides space for a gas stove, hot-water tank and heater, sink, and work table. It should be borne in mind that the kitchen, above all other rooms, needs thorough ventilation, and there should be windows on two sides to create a cross draft for carrying away cooking odors and maintaining the temperature at the proper level. It is very often difficult to arrange this, but if windows cannot be had in two walls of the kitchen itself, cross ventilation may be had through the pantry window or the rear door. In this event it is a good expedient to use what is commonly called a Dutch door, the upper part of which may be glass and swing separately from the lower. When the door is entirely closed, both parts are bolted together.

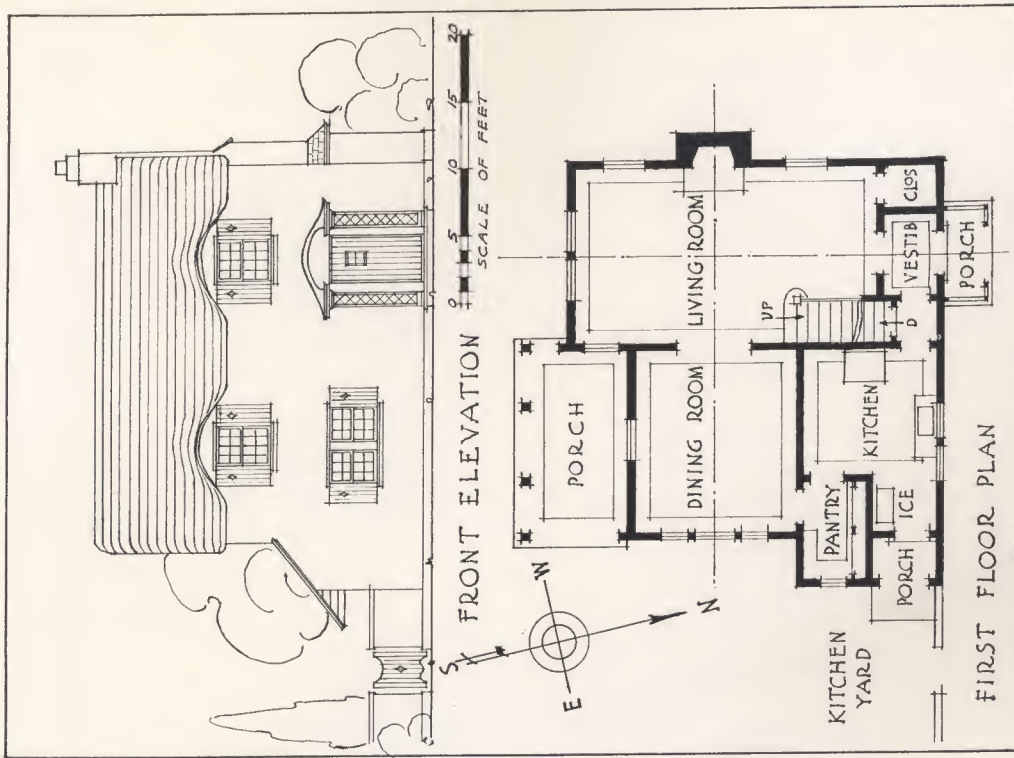


FIG. 3. HOUSE OF ENGLISH TYPE
with floor area of 760 square feet

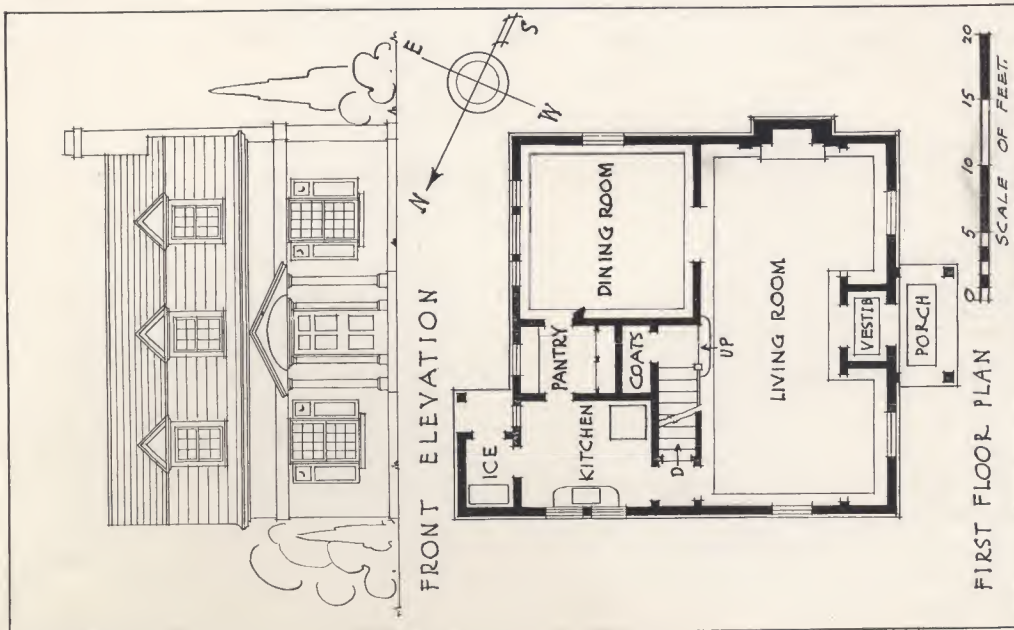


FIG. 1. HOUSE OF COLONIAL TYPE
with floor area of 812 square feet

THE NATCO TEX-TILE HOUSE

The second floor of the type of house we are considering will contain three or four bedrooms and a bathroom. It is always well to arrange the bedrooms so that the owner's room is larger than the others, inasmuch as this is generally occupied by two persons. An additional bathroom can be provided for this floor, though it means an increase in cost and usually the sacrifice of a bedroom.

Considerable space may be saved on the second floor by building shallow cupboards with thin wooden partitions and doors instead of the customary closets. By properly equipping them with clothes-hangers to utilize the whole space, they will be found vastly more convenient in addition to their saving in floor area.

In discussing the plan, there remains one more feature to be considered,— the relation between room arrangement and architectural style of the exterior. If a definite style is to be followed, this must be borne in mind when the plan is worked out, for one is closely dependent on the other. There are but two main types of architecture from which modern small-house designs may be derived that are appropriate for American conditions. They are the American Colonial and English Cottage architecture. Of the plans which accompany this article, two follow Colonial precedent and the others English. The chief characteristic of the Colonial house is the dignified, symmetrical, and carefully balanced treatment given to both plan and exterior. It is to-day the most popular style among American home-builders, though it is also the style against which more sins have been committed in the name of architecture than any other.

In the characteristic Colonial house the entrance-hall is in the center with the principal rooms on each side. This plan requires a larger floor area than the approximate 800 square feet, which is the size of the house considered in this article. The exterior appearance of the type may nevertheless be had by adopting a plan as shown in Fig. 1. This has a living-room across the front with an entrance from the street opening directly into it, though protected from drafts by a vestibule. This plan has an area of 812 square feet and is particularly adapted to a narrow lot.

In Fig. 2 is shown a plan and elevation of a Colonial house with the entrance doorway at one side. This is according to precedent, and the resulting floor plan, with an area of 780 square feet, is one of great convenience. The living-room is comfortably large and is of Colonial proportions. The one chimney is placed so that it furnishes flues for the kitchen range, if one is necessary, in addition to the fireplace, and heater in basement.

The English type of house allows a greater diversity in the arrangement of rooms and the disposition of parts on the exterior than the Colonial type. It is also easier to impart to a house of this style the individual tastes of the owner. Where the Colonial plan is characterized by extreme regularity and balance, the charm of the English house plan is in its irregularity.

Figure 3 shows an exceedingly interesting plan of the English type with a large living-room and dining-room nicely arranged with respect to one another. This plan is also typical of the treatment to be given a house with a north street exposure and where there is a good view at the rear. The kitchen is accordingly placed on the street side, and the dining-room, living-room, and porch are arranged to take full advantage of the view and the southern exposure. The floor area is 760 square feet.

Figure 4 also shows a house of English character arranged in accordance with the points of the compass. The hall is conveniently related to the other rooms and the ingle is a feature of the living-room. The floor area is 812 square feet.

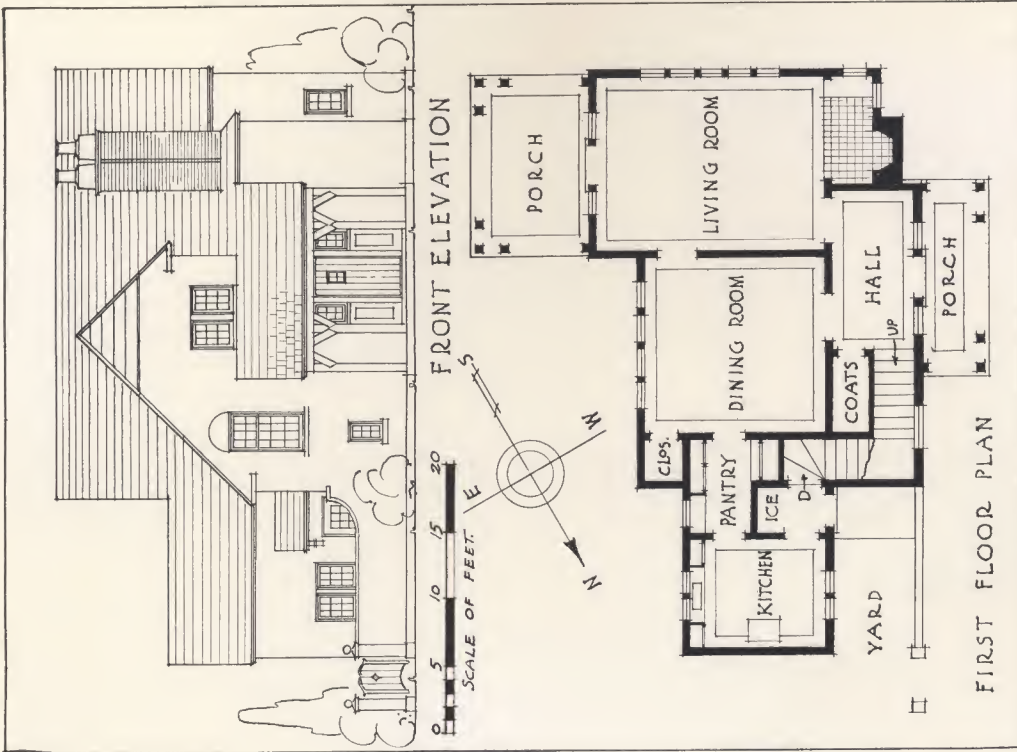


FIG. 4. HOUSE OF ENGLISH TYPE
with floor area of 812 square feet

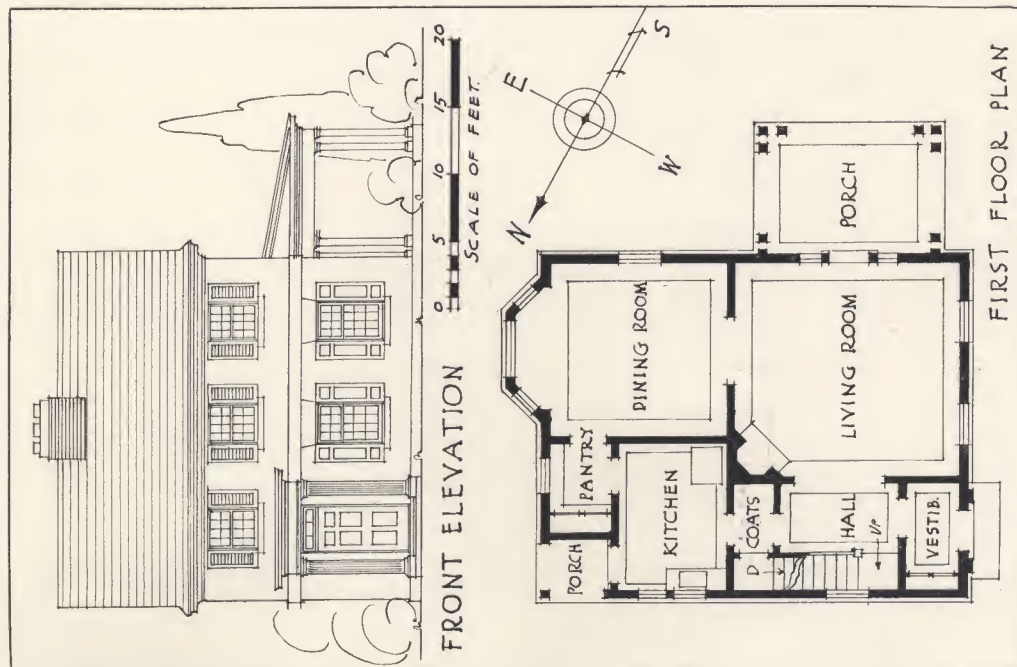


FIG. 2. HOUSE OF COLONIAL TYPE
with floor area of 780 square feet

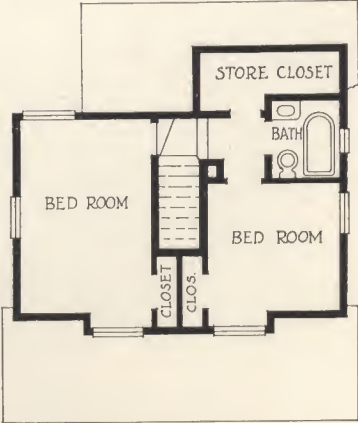
THE NATCO TEX-TILE HOUSE



FIRST FLOOR PLAN

First story walls of Natco Tex-Tile
with roof and gables of wood
frame construction

0 6 12 18 24
SCALE OF FEET
FOR FLOOR PLANS



SECOND FLOOR PLAN

A COTTAGE HOUSE OF NATCO TEX-TILE AT ROME, N. Y.
MANN & MACNEILLE, ARCHITECTS
New York, N. Y.

INTERIOR TREATMENT OF THE INEXPENSIVE HOUSE

By FRANK CHOUTEAU BROWN, ARCHITECT

THE interior treatment, decoration and furnishing, of American homes has, by a gradual process of unconscious development, become almost altogether divorced from its proper and logical relation to the architectural construction of the building of which these rooms must form an integral and essential part. Plaster on the walls covers their construction, just as the plaster on the ceiling covers the supporting timbers of the floor overhead. The "finish" showing inside the room now is a veneer made and applied independently of the construction, and therefore even more effectually disguising the supporting walls.

More than this, it is invariably the custom to cover the plaster wall with a final surface of applied paper decoration printed in strange hues and often incongruous patterns, almost invariably inharmonious in scale with the size of the room. In addition, we hang the papered walls with equally inharmonious pictures, in themselves poorly framed, so as to bear no relation to each other or to the interior in which they are placed. Finally, instead of carefully considering in the first place the proportions and size of the window openings, we arbitrarily make them some 40 or 50 per cent too large, of an entirely wrong — but quite customary and commonplace — proportion, and then proceed to disguise their shape and cut out the light by blanketing their over-large area by one or two roller shades and several sets of curtains, themselves often introducing the same inharmonious elements of design, color, and pattern as are provided by the wall-paper itself. Then into this jumble of discords we further hurl machine-made furniture of every style, with a reckless disregard of its appropriate use or the need of the occupants.

This describes the ordinary process of "furnishing" a house; almost the invariable process where an ample income has made it possible to increase the size of both house and rooms out of their due proportion to the size of the family or the use that is likely to be made of them. These pitfalls may be easily avoided in fitting up the interior of the inexpensive house, if the owner limits his expenditure, or, strange to say, if he lacks the unlimited pocket-book which makes this indiscriminate and customary method of furnishing possible. He is nevertheless still confronted by very considerable difficulties. In the first place he has to give up much to which he has become — by long use — accustomed, and has to bring himself to regard his problem from a fresh and quite practical and common sense point of view. He has to forget the usual conventions and customs and go back to a fundamental consideration of the uses of the room, the size of his family, and the conditions under which he has elected — or will be forced — to live; and he has finally to consider most carefully the expenditure of each item necessary to his comfort.

How, then, can the average individual begin to obtain his own artistic salvation by means of this fresh point of view? The simplest and easiest method of doing so is to turn directly to the two principal types of dwelling that, by logical inheritance and history, should be most appropriate to his use and conditions. One of these two types would be the English cottage, which developed so consistently and for so many years in England, and the other would be the earlier house interiors found originally in our own American colonies. The latter interior was, indeed, itself a direct and logical descendant of the former,— changed only to meet the conditions of life and the materials that the early Colonists found waiting them upon the

THE NATCO TEX-TILE HOUSE



A SIMPLE DINING-ROOM OF COLONIAL TYPE

The ceiling and walls are rough plastered, on which small wood mouldings are applied to form panels, the whole painted a deep cream color, affording a good background for furniture

STANLEY B. PARKER, ARCHITECT

sizes and near at hand, and therefore the framework of the building was frankly exposed in the walls and in the ceiling — just as these same people had been previously accustomed to in England. As civilization developed and the wealth of individuals increased, there naturally came about a demand for larger rooms, of greater height of story, and more elaborate furnishing and fittings than satisfied our forefathers — and this tendency has constantly increased up to the present day. Accordingly, it became gradually the custom to either plaster or panel-in the old walls and ceilings, to add more elaborate mantels, to change the shapes and sizes of the windows, until the transformation to the modern proportions and customs with which we are now familiar had finally been evolved. We are now, therefore, actually confronted by the fact that the elaborate finish of cornice, mouldings, panel work, and dado of the typical Colonial house — by which we ordinarily mean the house, or type of house built *after* the Revolution — is about the most expensive part of the dwelling. Consequently, in the inexpensively built house we are forced to omit all this elaborate and expensive interior finish; and if architect and owner work harmoniously together in solving the resultant problem, more fortunate and interesting results may be obtained.

This process of elimination brings one — consciously or unconsciously — back to the simpler period, when directness and thoroughness in workmanship provided what we now obtain by an applied surface veneer of “finish” and “decoration;” when the attractive appearance of the room depended upon certain definite fundamentals that were inherent in its very inception and construction. First, there was the matter of proportion, of width and length to height; second, the simplicity and appropriateness of the room to its use, this applying to disposition, size and locations of doors and windows and fireplace, themselves the principal element in the attractive appearance of the interior. Next, there was the lack of any recognized or felt need for unnecessary decoration; and finally, and almost as important, there ex-

shores of the new world, — and, oddly enough, the early Colonial interior is in some ways now found to be actually less helpful than its apparently more foreign English prototype. In some part, this is because the manner of living in the early American colonies was far simpler, more direct, and natural than is the custom to-day. There were then no complicated systems of heating or plumbing; the fireplace was the center of the house and of the family life; timber was easily obtainable in large

THE NATCO TEX-TILE HOUSE



THREE INEXPENSIVE INTERIORS DESIGNED BY DÜHRING, OKIE & ZIEGLER, ARCHITECTS

THE NATCO TEX-TILE HOUSE



A HALL OF ENGLISH TYPE

The walls and ceiling are rough plastered, with second floor beams exposed. The floor is red quarry tile and the woodwork chestnut

HENRY CORSE, JR., ARCHITECT

furniture is necessary; he should know the number of chairs or tables that he absolutely needs to make himself and his family comfortable, and not the ultimate number that he can possibly crowd into the room. Once satisfied upon this point he should begin to plan about where they should best be placed in the room. The conscious and intelligent study of any group of illustrations of well-furnished interiors can hardly fail to give an idea of the sort of thing needed for both the general treatment of the room and for the individual pieces of furniture that are necessary to complete—not “furnish”—that room. Of course this sort of study and visualization should, in the case of a new house, really be undertaken with the very first working out of the idea, because the architectural treatment of the room can be such as to go a considerable distance towards its final furnishing, if intelligently worked out as part of the house construction and design.

The proper framing of the floor overhead, for instance, will secure an attractive and *real* beam ceiling for the room below. The proper selection of a floor material will eliminate the need of a carpet or large and expensive rugs. The proper design of the fireplace, as well as its location in the room, will go far toward furnishing one side of the room. Finally, the windows and doors, their size, proportion, material, design, and construction, if properly and harmoniously executed, will easily be equal to 75 per cent of the battle. Even the matter of color should be discussed and determined before the work of building the house is very far under way.

And again the study of old interiors will show how rarely paint was employed, and how much more attractive is the natural wood, colored by time or given a coat of stain or surface treatment, in harmonizing with the furnishing of the room.

With the mind free of hampering and conventional ideas of modern furnishing, the beauty of simplicity and perfection possible in each individual piece of furniture may begin to be realized. The restful quality of the plain plaster walls once appreciated, it is possible to emphasize this quality by the selection of the dominating color and pattern of the material chosen for the single curtain or drapery

isted the time hampering limitations of expense that should be, if properly invoked, helpful in obtaining a similarly attractive furnished room to-day. These limitations of expense, therefore, that apply to the owner of the inexpensive house with exceptional force, need only to be properly understood and applied by him in a similar way, for in the very process of so doing will he find desired economy.

The owner first should carefully make up his mind exactly what

THE NATCO TEX-TILE HOUSE

at the window openings. Leaving the natural grain of the wood exposed helps in the realization of the beauty and harmony of the texture of the material — which element can be consistently carried through the entire room in allowing the natural texture of the plaster or floor covering or draperies to be equally and appropriately obvious. Useless and cluttering bric-à-brac of all kinds should be excluded with equal rigor and definiteness from such a room as is now being considered; the few objects of actual and appropriate use — if carefully chosen for similar beauty of form, color, and texture — will be found to supply all the decoration that is needed.

The individual may perhaps be somewhat amazed to find how many things are unnecessary to his personal comfort and ease of existence. He saves at a stroke pictures, papering, and three or four layers of draperies at door and window, with the cost of their workmanship and application. This sum he can either conserve entirely for other and more important needs, or he can perhaps expend a portion of it in bettering individual details of his dwelling. It will give him, for instance, a chance to obtain a tile floor in place of a wooden one, with its corresponding saving in cost and labor of upkeep. And so, when all is done, he finds himself not only with a simple, beautiful, and restful house, the sort of thing that is attractive to visitors and neighbors as well as to the occupants, but he — or his wife — may also be somewhat surprised at the unexpected discovery that this house has become both more economical to run and take care of. By dispensing with the useless litter of conventional living, much of the labor of caring for the house has vanished. Furthermore, a good 60 or 75 per cent of the cost of repairs or replacements, so annoying and often embarrassing an item in the yearly budget, are dispensed with.



A LIVING-ROOM OF ENGLISH TYPE

This room is characterized by simple cypress woodwork and exposed second floor beams
FRANK CHOUTEAU BROWN, ARCHITECT

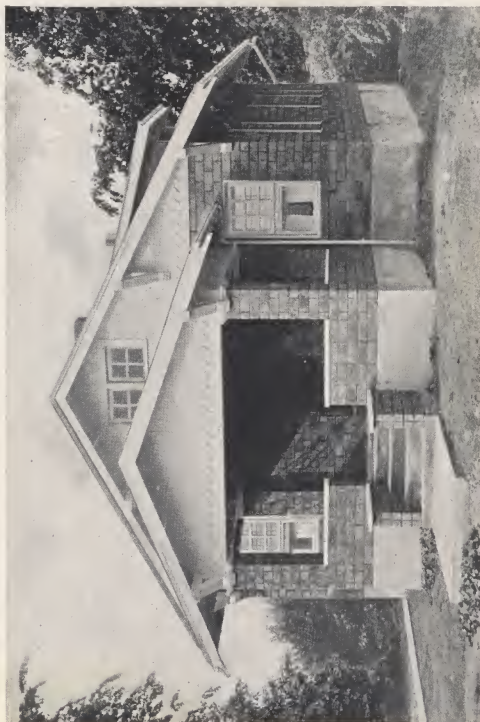
THE NATCO TEX-TILE HOUSE



GROUP OF SIX BUNGALOWS AT BROOKLAND, WASHINGTON, D. C.



HOUSE AT GREENFIELD, OHIO



BUNGALOW AT DAYTON, OHIO
A GROUP OF LOW COST NATCO TEX-TILE HOUSES

THE 1917 CODE OF COMMON-SENSE MORALS

AND WHAT IT HAS TO DO WITH

FIGHTING THE FIRE PERIL

THE Ten Commandments are still intact and the Golden Rule is more or less in general vogue, in 1917.

But John Smith, with the advantage of modern education and living in a country of over 100,000,000 population, has many more duties to society and moral responsibilities than John Smith of several centuries ago—who had perhaps a rudimentary knowledge of the three R's and lived the simple life of a colonist.

Society demands more of the cultured individual.

And ignorance and carelessness are now being added to the decalogue of crimes.

"Safety first," to guard against accidents, preventives for disease, fire, etc., is being insisted upon by society, because each mishap to the individual works some injury or loss to the community as a whole.

The American love of Fair Play is encouraging each person to do his part. Waste vs. Conservation is a live issue. The nation grows more and more concerned about the economic loss that results from loss of life or resources or energy.

Sins of omission are becoming as reprehensible as sins of commission.

WHO PAYS

WHATEVER and wherever a fault occurs, some one must pay; and society now recognizes that it finally must foot the bill.

Great as this progress has been, America still has charged against it the crime of carelessness in fighting the fire peril.

In 1914 the United States suffered an economic loss of \$221,000,000 from fire disasters. New York contributed \$8,217,000 of this loss; Chicago, \$6,018,000; Philadelphia, \$2,791,000; Boston, \$2,898,000; San Francisco, \$1,037,000. Nor does this take into account the economic loss resulting from lives sacrificed. Baltimore, with a population of 600,000, boasts of only 1978 fires and a loss

of only half a million dollars by fire in 1913!

Ignorance, again, is no excuse. The use of NATCO HOLLOW TILE in building construction is recognized as an absolute safeguard against fire loss. Yet negligence in not taking full advantage of this protection against fire still persists. And Baltimore, despite its boast, spent over \$1,000,000 to maintain its fire department in 1914. New York alone has over 250 fire houses and employs 5,000 firemen!

Fire is dreaded as is no other menace—nevertheless this tremendous toll is paid to combat fire after it has appeared, rather than concentrating every energy in preventing it.

FIRE PREVENTION POSSIBLE

EVERYBODY knows about effective fireproofing. It is a widely-known fact that the skyscrapers depend upon NATCO HOLLOW TILE for safety, although, through a short-sighted policy, it sometimes happens that smaller buildings use NATCO HOLLOW TILE for the exterior walls but neglect it in floors and partitions, closet and vault walls, inclosures for elevator shafts, etc. Naturally, when only the skeleton is fireproofed, the building is not fireproof.

Residences, schoolhouses, etc., however, are too frequently not fireproofed. It seems inconceivable that men would intentionally protect the home of their business interests and neglect the home of their family. The mere intimation of such a moral crime is too monstrous!

Certainly, it is at least a man's duty to protect his family—even if he has no concern for himself, his possessions, and the safety of neighbors the fire may jeopardize. A man would not keep his se-

THE NATCO TEX-TILE HOUSE

curities in a wooden vault; by the same token, he should not house his family in a wooden or non-fireproofed building.

And NATCO HOLLOW TILE is made in various forms and sizes to meet every exigency of construction and every type of building—the smallest residence as well as the skyscraper.

Yes, Americans are simply careless—even more so than Europeans—about this responsibility.

In Germany, for instance, fire is charged as a crime against the owner or tenant of the burned building. He must prove he is not responsible, either by accident or design, for the fire. Unless his innocence is clearly shown to the authorities he cannot collect insurance, and he must pay the fire department for their time as well as remunerate any neighbors whose houses may have suffered by the blaze.

SQUARE DEAL IS THE PROFITABLE WAY

THERE are also many economies in employing NATCO HOLLOW TILE for residences. The interior plastering may be applied directly to the surface of the tile, thus avoiding the expense of the usual lathing. The labor of construction is reduced because of the large size of the tile and the resulting rapidity with which a wall may be built. The self-contained air blankets make the tile a non-conductor of heat and cold, assuring greater heat and smaller coal bills in winter (and lower inside temperature in summer). The exterior finish is permanent. The painting expense is low. There is no deterioration; repairs are avoided; cost of upkeep is cut. Yet the first cost of NATCO averages about 5 to 10 per cent below solid brick construction and rarely goes higher than 10 to 25 per cent above wood con-

struction, depending upon the extent to which fireproofing is carried. Thus investment value is greatly enhanced.

Besides, NATCO TILE is damp-proof, vermin-proof, and sound-proof. It makes a sanitary and comfortable house.

All these advantages are mentioned apart from the peace of mind that NATCO HOLLOW TILE brings to the occupants of a house, in absolutely controlling fire and fire risk.

NATCO TEX-TILE with natural finish, or NATCO XXX scored for stucco finish, represent respectively the two most popular forms of wall construction. They embody the utmost in structural solidity and strength. Fireproofing such as this is the preventive of the fire peril—that society in time will make a legal requirement.

THE CALL FOR COMMON SENSE

COMMON SENSE, and not altruism, is needed in fighting fire. The National Fire Proofing Company, with its organization, expert service, and widely distributed plants, is doing more than any altruistic movement or fire department expenditure can do toward pointing the way to safety. NATCO itself is the solution of the problem. There are imita-

tion products, but the imitation is obviously imperfect without the years of experience and accumulated knowledge which have produced the original.

Every house-builder can—and every tenant should—join the movement to fight this great economic loss and danger of fire. Self-interest urges it, society calls for it.

NATIONAL FIRE PROOFING COMPANY

PITTSBURGH, PA.

New York	Chicago	Boston
Philadelphia	Washington	Detroit

Twenty-three factories in the United States, and also at Hamilton, Ontario, Canada

NATCO·HOLLOW·TILE



Will Your House Be Haunted?

Can you live happily in a house where the ghost of the fire peril constantly menaces you, those you love, and the possessions you treasure? No amount of money or insurance can drive away this dread. But it can be prevented in advance. You can be sure of safety. You can build into your house a constant and infallible guardian against danger—

NATCO·HOLLOW·TILE

Build of Natco throughout and forget about fire. Don't worry about possible ravages of weather or time. This material, now giving safety and long life to the mammoth skyscraper and to the cosy bungalow alike, defies not only fire but all of nature's destructive forces. Build of Natco and enjoy greater physical as well as mental comfort. Natco's air blankets are a great aid in keeping out winter's cold and summer's heat.

Natco Hollow Tile and its inbuilt air blankets provide protection against heat, cold, dampness, sound.

Whenever and whatever you build, remember Natco not only as the material to use but as a free Service at your command. This Service means the experienced Natco Engineers working with you, your Architect, and Contractor from the first plans to the finished building. Natco Service is one of the factors that make Natco construction so uniformly satisfactory.

Now while you are thinking about Natco, find out more about this material. Send for our 32-page hand-book, "Fireproof Houses," with photographs and descriptions of beautiful Natco residences. You will find in it many ideas for your new home. Mailed anywhere free of charge.

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